

AMERICA'S BEST KNOWN
RUGS *and Wall to Wall* **CARPETING**

Finest Reversible Broadloom—Permanently Moth-Proofed



Number 9101

Sandalwood—lovely, new, fashionable. No wonder decorators endorse this rich, practical color. The popular solid color effect is created by weaving together two lovely, closely related shades of Sandalwood to give added texture interest, beauty, serviceability.

OLSON

REVERSIBLE
... for Double the
Wear and Luxury.
Second side costs
you nothing extra.

FACTORY TO YOU . . SINCE 1874

SAVE UP TO ½



"I've never
seen such a rich
tweed — and it's
Reversible so we
can use Both Sides."



Copyright 1961 Olson Rug Co.

Number 11001

Wonderful Heather Tweed *So Rich Looking, Practical*

One of the loveliest we have ever offered and a great favorite. Picture its seamless broadloom beauty in your home. A rich, practical, exclusive Olson Tweed of four colors: Sage Green, Cinnamon Taupe, soft Grey and Beige. Thrives on family traffic—resists soil. Here's deep-textured luxury at savings up to half. Years from now, when one side is worn, you have a new rug on the other—and the second side doesn't cost one penny extra. No wonder Olson Rugs are "America's best loved floor covering." "They wear like iron."

**2 RUGS
IN ONE**
Use Both Sides

Not ordinary
3-Color Tweed, but
4-Color Tweed
Beauty possible
only the Olson Double
LOOM-WOVEN Way.

For SIZES, PRICES
See Pages 38 & 39



CHICAGO - NEW YORK - SAN FRANCISCO - LOS ANGELES - WASHINGTON, D.C. - MINNEAPOLIS - MILWAUKEE - DETROIT - CLEVELAND

From Walter E. Olson
President, Olson Rug Co.

Smart Women Won't Let Good Materials go to Waste!

It is a pleasure to send you this latest Olson Money-Saving Catalog. Due to the high cost of quality rugs and carpets in retail stores, the famous Olson Factory-to-you Plan of using the valuable fibers in customers' old rugs, carpets, clothing, deserves greater consideration than ever.

Here is THRILLING, TIMELY ECONOMY — an easy way to SAVE UP TO 50 CENTS OF EVERY DOLLAR — a sensible plan for increasing the comfort and beauty of American homes that has won the enthusiastic approval of nearly FOUR MILLION CUSTOMERS, including a former "First Lady of the Land," a President's daughter, prominent club women, interior decorators, magazine editors, radio homemakers and thrifty women from every state in the Union.

IT'S FASCINATING...TRY IT...I PROMISE A PLEASANT SURPRISE

-- If you are not delighted with your new Olson Rugs or Carpeting, you may SEND THEM BACK AT OUR EXPENSE as Guaranteed and we'll refund any money you've paid and pay you for your materials.

MOST ORDERS COMPLETED IN LESS THAN A WEEK

Within a week we can send you new Broadloom Rugs, Carpeting in hundreds of our "Popular" Sizes in any of the fashionable new colors or designs shown in this catalog. Special Sizes and Cut-Outs require a few days longer.

BEFORE YOU BUY RUGS or CARPETING ANYWHERE — AT ANY PRICE — why not let me PROVE TO YOU, AT MY RISK, that Olson Rugs, Carpeting are one of AMERICA'S GREATEST VALUES! WE WILL EVEN PAY TRANSPORTATION on your old materials.

Sincerely yours,

Walter Olson Pres.

WEO/Cat. S-61 (B)

**SAVE THIS
CATALOG!
Show it to
your Friends.**

Remember—Because our special looms weave both sides of your Olson Reversible Rugs at the same time in one operation, you actually are paying nothing extra for the extra wearing surface. You get Two wearing surfaces for the price of One. Think of the extra years of wear this means to you and the extra luxury under foot.

NOW—As Little as \$5 DOWN
and up to 24 MONTHS to Pay!
SPECIAL—To Introduce Finer Olson
Rugs, Carpeting to You, We'll Accept
1/2 as Much Old Material
as Regularly Required (See Coupon, Page 39)
—and We'll Complete Your Order With Our
NEW WOOL & Choice Carpet Yarns
At No Extra Charge — and if You Prefer
You Can Send Your Materials
AFTER Your New Rugs Arrive



The beautiful Waterfalls and Rock Gardens in Olson Park surrounding the Olson Rug Factory, Chicago

OLSON RUG CO. is Awarded FIRST HONORS for Pioneering the Beautification of Industrial Property



Walter E. Olson, president of the Olson Rug Company (left), receiving the first Industrial "Good Neighbor" Citation from Thomas H. Coulter (right), chief executive officer of the Chicago Association of Commerce and Industry. Richard J. Daley, Mayor of Chicago, happily approves of this distinguished honor to the Olson Rug Company.

Reprint of Editorial in the CHICAGO DAILY NEWS

IN RECENT years, a good many industrial plants have been built of pleasing design in park-like surroundings.

One of the pioneers in this kind of development was a venerable Chicago firm, the Olson Rug Co. at Pulaski and Diversey. At one end of the building is a beautiful park. Since 1928, the company has been developing in this area an extensive rock garden and a beautiful waterfall that are the pride of the neighborhood. On weekends many thousands of citizens enjoy it.

Yesterday the Association of Commerce and Industry presented to Walter Olson, president of the company, an award honoring it for its pioneering efforts in the beautification of industrial property. The occasion was a meeting of the Citizens Committee for a Cleaner Chicago.

We are glad to see this company recognized for its contribution to a beautiful Chicago. Its example has been a fine influence on other factories over the years and will continue to be so. An award to an "industrial good neighbor" will be made every year from now on.



Samples (actual size) of Carpet Yarns prepared by the Olson Special Process.

How the Valuable Materials in OLD RUGS, CARPETS, CLOTHING

ARE CONVERTED INTO FINEST REVERSIBLE,
BROADLOOM RUGS BY THE OLSON PROCESS

WOULDNT you like to look behind the scenes of America's finest modern rug factory and see a few of the many wonders of scientific rug weaving that have thrilled our hundreds of thousands of visitors—including the Decorating Editors of practically every woman's magazine, Home Making experts from leading Radio stations, writers, textile engineers, club women, church societies, teachers, college students, etc.

I am sure that if I could conduct you in person from one end of this plant to the other, you would understand why it is possible for us to offer a new and finer type of rug direct from the Factory at savings up to 1/2.

You Could Spend Days Here inspecting over 40 acres of the most modern rug making machinery—shredding machines—carding, washing and scouring, sterilizing, picking, bleaching machines—great steaming dye vats—row after row of looms up to 18 feet wide which for speed and efficiency have never been excelled.



Fluffy, rugged wool that has been reclaimed from old materials.

Our Process is a Natural One. For years, steel, iron, tin, glass and many other materials have been reclaimed. Everyone knows that many fine writing papers are made with discarded clothing. By the Scientific Olson Process we are able to reclaim the good seasoned wools and other materials that remain in all old rugs, carpets and clothing no matter how worn they appear.

This Is The Day of Specialists. I am sure you would marvel at the magnitude of this largest of modern rug plants with its hundreds of expert weavers, dyers, chemists,

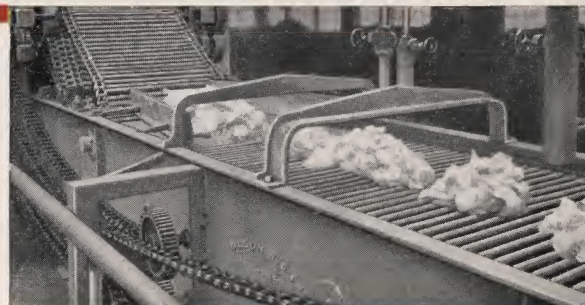
skilled artisans, engineers and specialists of all sorts, most of whom have spent a life time perfecting their departments.

By the Famous Olson Process we sort, merge and reclaim the good fibers in old carpets, rugs, clothing, blankets, etc.

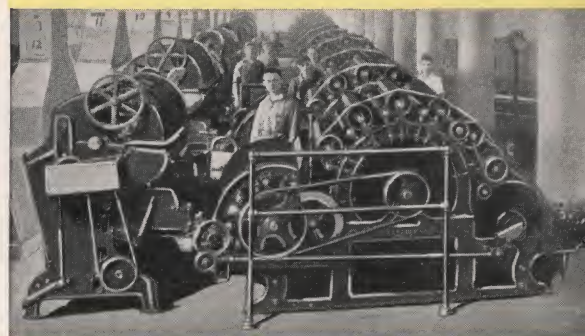
Because all used materials (millions of pounds of it) must be scientifically treated and graded by quality and color, and changed into its basic fiber state, you can readily see why we do not use the *specific* materials, sent by individual customers, in the rugs they purchase.

We thoroughly scour, shred, bleach, card and comb all the valuable reclaimed wool until it is completely sterilized and sanitary. It is further steamed and scientifically treated to give it fresh new luster and resiliency—and then combined with our choice New Wools and other sturdy New Carpet Yarns—expertly dyed with finest of dyes—and then tightly spun, wound into skeins and woven into luxurious, modern, seamless, Reversible Broadloom Rugs and Carpeting famous for long wear.

And since we weave both sides at the same time, you pay nothing extra for the second side.



Continuous washing, scouring, sterilizing, bleaching and dyeing machine 75 feet long.

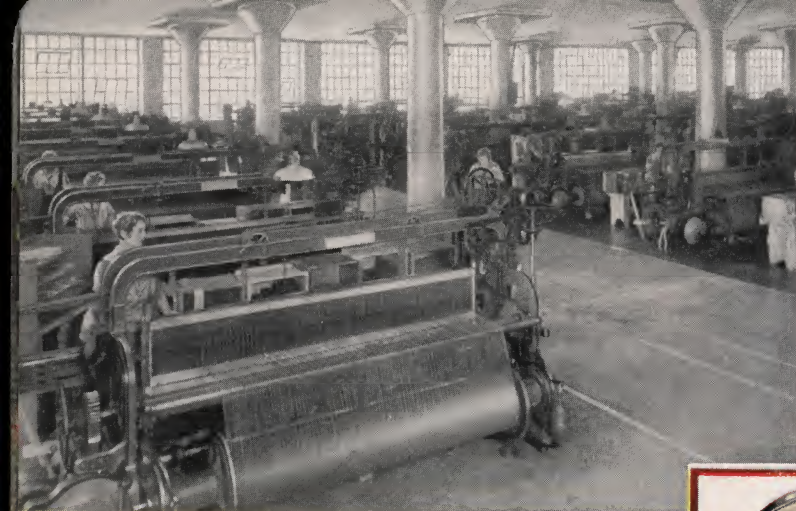


Great combing machines where the material is carded and combed into long, fluffy strands.



Battery of modern blending machines where materials are automatically and carefully prepared for carding.
BELOW: Spinning and twisting the yarn.





A few of the great looms that weave the beautiful, high-pile Olson Rugs shown in this catalogue. We have developed new methods of weaving which for speed and efficiency have never been excelled.



A section of one of our extensive weaving departments. Our new looms are the finest that human ingenuity can construct. Their speed and accuracy enable us to offer you finer rugs for less money.

By Our Scientific Process of scouring, cleaning, boiling, bleaching and dyeing, the finished rug is immaculately clean, fresh, sanitary and moth proofed.

United States Textile Labeling Law Is Your Protection.

Back in the twenties, the government had its big battle against the adulterators of food and medicine. They finally put through the Pure Food and Drug Act. Today the government is protecting its citizens with the new Textile Labeling Act.

The Olson Rug Co. is proud to show herewith the fiber content of the carpet yarns in your Olson Rugs. For 87 years we have stood behind "America's Best Loved Rugs and Carpets" with our written guarantee. And rest assured that the rugs you receive will wear for years and years. Many customers tell us they have rugs for 20, 30 years or more. Olson Rugs "Wear Like Iron". Our reputation stands behind every rug and carpet we make.

BELOW—A view of some of our large steaming and shearing machines through which all Olson Rugs must pass so that the nap on both sides is luxuriously soft and smooth.



This illustration shows the 4-ply warp (4 strands) we use. Compare it with the 3-ply warp used in so many rugs.

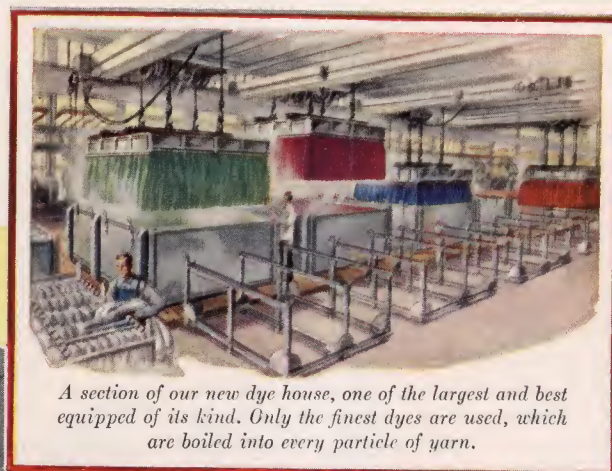
Remember, you pay nothing extra for the second side. It's like getting an extra rug Free.

The Luxurious Pile on both sides of all Olson Rugs and Carpeting is woven of a sturdy blend of long wearing Carpet Yarns:—45% is New, imported, long staple Carpet Wool—20% is the choicest reused Wool merged and reclaimed by the Olson Process from customers' materials—15% is long wearing Virgin Carpet Nylon and 15% is heavy denier, New, Avisco Carpet Rayon to add extra beauty in color—5% is heavy New Carpet Flax for extra durability.

The Balance of Customers' Good Reclaimed Materials go into the sturdy inner (center) construction of Olson Rugs, Carpets.

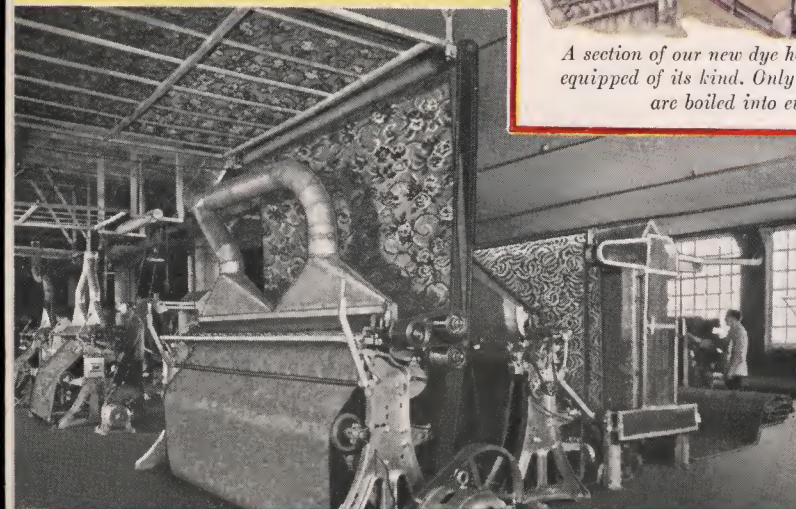
Olson Reversible Broadloom Rugs and wall-to-wall Carpeting are never sold in Retail Stores—only direct from the great Olson Factory to Your Rooms—or in Olson Salesrooms—or from Factory representatives . . . at Factory-to-You prices.

The Olson Guarantee, famous for almost a century, is your protection against any possible disappointment.



A section of our new dye house, one of the largest and best equipped of its kind. Only the finest dyes are used, which are boiled into every particle of yarn.

A small section of our spinning division showing some of the immense machines 125 feet long, that spin the yarn into firmly twisted, high-grade rug yarn used in Olson Rugs.





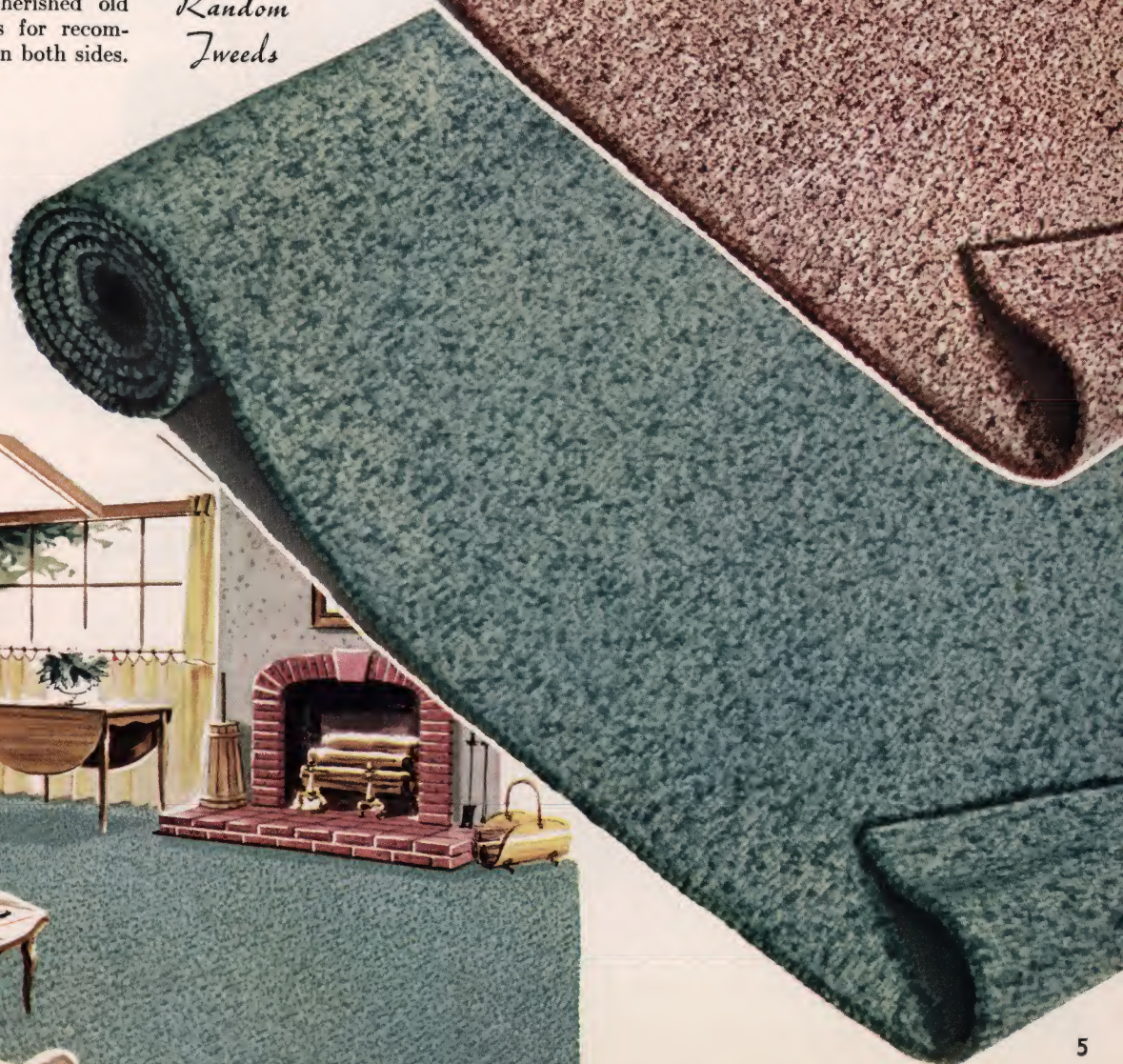
Number 3701

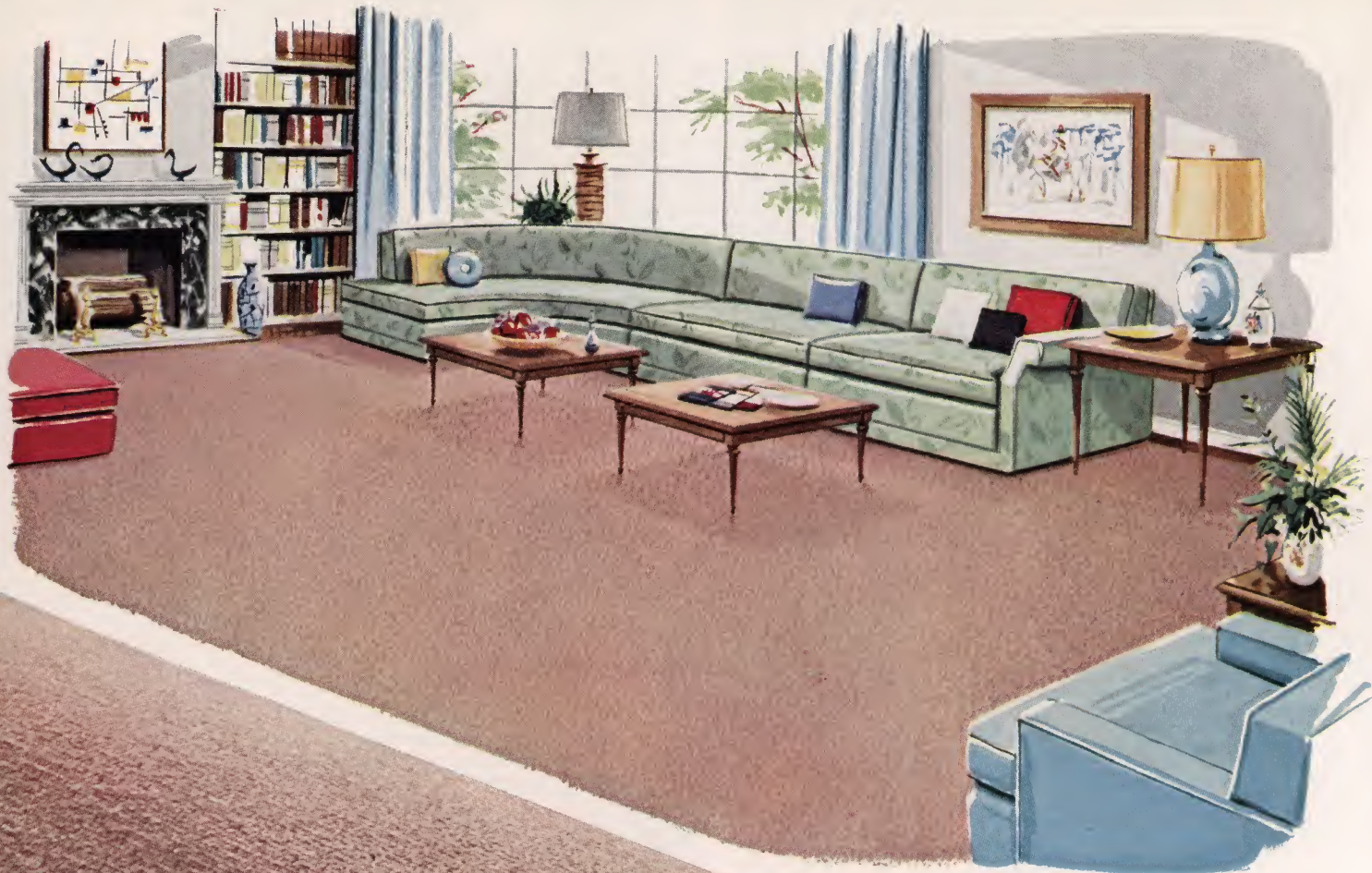
Spice Tweed. A handsome, practical background for any room. A rugged, up-to-date, new textured effect achieved with six shades of yarn: Beige and Sandalwood with accents of Off-White and deep Wood Tones. Goes beautifully with modern furnishings as well as your cherished old possessions. You'll thank us for recommending it. Same deep pile on both sides.

*Our
Exclusive
New
Random
Tweeds*

Number 4401

Green is one of the important home-furnishing colors today—and here is a lovely, soft Grey-Green in a fascinating new Tweed effect that has won extravagant praise from decorators and customers. You'll love it. The second side costs you nothing extra.





Number 3001

Lovely Beige So Fashion-Right

FOR cheerful simplicity and that modern feeling, there is no more popular rug color today than lovely Beige. A light color that stands wear surprisingly well—always restful, harmonious, charming.

**2 RUGS
IN ONE**
Use Both Sides

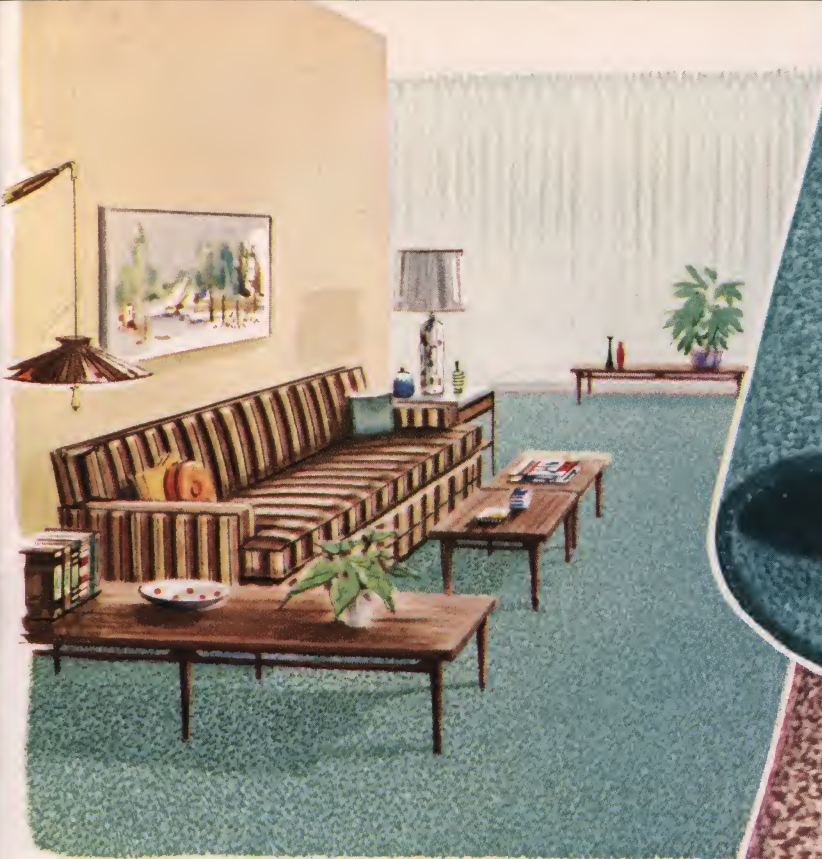
It is appropriate for any room in the home—upstairs or down. Note how agreeably the broad expanse of seamless rug harmonizes in this pleasant bedroom.

Two closely related shades give a solid color effect and add life, texture, beauty and serviceability.

Picture this attractive rug in your own home. The nap is rich, deep, long-wearing and the same on both sides. Luxuriously soft underfoot. Satisfaction guaranteed.

Remember, the second side costs you nothing extra.





Turquoise New, Smart

Number 15005

IF YOU have an eye for high fashion there is deep-textured Olson Broadloom that is so new, so refreshing and so colorful it will radiate its beauty throughout your entire home. Colorful, distinctive Turquoise, harmoniously blended in two soft shades. A look of luxury at half the price you expected to pay. Send your materials and save on this charming carpet. Woven seamless and reversible.

**2 RUGS
IN ONE**
Use Both Sides

Brown, White Tweed Practical! Beautiful!

Number 68008

YOU'LL just love the rich tweed texture and the skillful blending of the White and two Brown shades. Thrives on traffic. Resists foot marks and hides soil. Wonderful deep-textured thickness cushions every step. Only Olson's Double-Loom-Woven process can produce Tweeds of such beauty and richness. Woven seamless and reversible for double wear and double luxury. And, you pay nothing extra for the second side—Like getting Two Rugs for the price of one.



**2 RUGS
IN ONE**
Use Both Sides

NOTE:
See this Lovely
Pattern in **GREEN**
on Page 15, and in
GREY on Page 29.



Number 96096

Pecan—the lush new color that has swept the country—and an exquisite, ultra smart design adapted from an expensive Wilton broadloom. One of the loveliest we have ever offered. We guarantee to delight you.

Number 48098

Spice Beige—another very popular new color effect that goes with everything. Rich, expensive looking broadloom...unbelievable savings.

Remember, the second side costs you nothing extra.



Lovely, Deep-Textured Scatter Rugs

FREE

With Orders Over \$70

... just for TRYING room size Olson Rugs or wall-to-wall carpeting. If not delighted, return for refund and keep the Lovely Gift Rugs.

THIS OFFER CLOSES JUNE 26, 1961

ONE RUG FREE

WITH \$70 TO \$140 ORDERS

One Big, 2¼ x 3½ Foot Rug

TWO RUGS FREE

WITH \$140 TO \$210 ORDERS

2 Big, 2¼ x 3½ Foot Rugs

THREE RUGS FREE

WITH ORDERS OVER \$210

3 Big, 2¼ x 3½ Foot Rugs



Protect your large rugs

THINK of the many places in your home where you can use these delightful rugs—between doorways, in bedrooms, in front of davenport, easy chair, TV set, or fireplace, to add a colorful, decorative note and to protect your larger rugs.

This Gift Rug Offer is a Valuable Bonus to those who place their order now. We furnish all of the sturdy rug yarn and materials for these Gift Rugs. This is our way of inviting you to Try beautiful Olson Rugs or Wall-to-Wall Carpeting. If not delighted, return for full refund and keep the Gift Rugs. That's how sure we are you'll be satisfied.

In the Coming Weeks, thousands will order their Olson Rugs to take advantage of our Low Factory-to-you Prices, our Free Material Offer and to get one or more of these beautiful "Surprise Gift Rugs."

These Nubby Textured, "Specially Woven" Reversible Accent Scatter Rugs are Beautiful. They are smart, rich-textured, full of character. Practical rugs, in the big 2¼ x 3½ foot size that you can use throughout your home. Please don't wait until the last minute. We promise a pleasant surprise!

Why Not Order Now?

Walter Olson
Pres.



THESE LOVELY, ACCENT SCATTER RUGS MAKE IDEAL GIFTS FOR: Weddings, Birthdays, Anniversaries, Church Bazaars, etc.

Tear Off and Mail With Your Order Blank

WORTH

\$8 to \$24

Your FREE GIFT RUG COUPON

WORTH

\$8 to \$24

Select Your FREE SCATTER RUGS from the following:

- | | |
|--|--|
| <input type="checkbox"/> Grey Tweed | <input type="checkbox"/> Beige Tweed |
| <input type="checkbox"/> Grey and Green Tweed | <input type="checkbox"/> Sandalwood Tweed |
| <input type="checkbox"/> Grey Fiesta — color flecked | <input type="checkbox"/> Gold and Woodtone Tweed |
| <input type="checkbox"/> Sandalwood Fiesta — Color Flecked | <input type="checkbox"/> Green Tweed |
| <input type="checkbox"/> Pecan — Spice Tweed | <input type="checkbox"/> Grey, Black, White and Rose Tweed |
| <input type="checkbox"/> Heather Tweed Woodtones | <input type="checkbox"/> Red Tweed Color Flecked |
| <input type="checkbox"/> Heather Tweed Woodtones & Green | <input type="checkbox"/> All-Purpose Multi-Colored |
| | <input type="checkbox"/> Blue and Grey |

This Coupon Must Be Sent With Your Rug Order.

No. 579

Order Now! This Offer Closes June 26, 1961

Gentlemen: As my rug order is over \$70, please include the GIFT RUG(s) I have checked at the left.

- 1 Rug FREE with \$70 to \$140 Orders
2 Rugs FREE with \$140 to \$210 Orders
3 Rugs FREE with Orders Over \$210
Limit of 3 to a Customer

Name _____

Address _____

Town _____ State _____

Chicago New York San Francisco Los Angeles Detroit Washington, D. C. Milwaukee Minneapolis Cleveland

OLSON RUG CO.

© 1961, Olson Rug Co.



Number 4201

Green At its Loveliest

It is easy to understand why the popularity of Olson Reversible Broadloom rugs becomes greater each year, for no lovelier background could possibly be found for rooms of every type and period.

One of the most widely chosen colors is this practical, restful easy-to-live-with Green. Two closely related shades give a solid color effect and add life, texture, beauty and serviceability.

Note how the rug lends spaciousness to each setting. It has depth and richness of tone—a luxuriousness underfoot that is very appealing. Why not try this beautiful, Seamless, Reversible rug or wall to-wall carpeting on your own floor at our risk?

Padding of course makes all Rugs feel more luxurious. Thick Olson Padding is only 99 cents a square yard.

**2 RUGS
IN ONE**
Use Both Sides

You pay nothing extra for the second side. It's like getting an extra rug free.



Popular New
Heather Tweeds
Beautiful, Yet Practical

Upper Rug

Number 72002

Colorful New Tweed! A blend of four decorator colors: White, Rose, Grey and rich accents of Black. One glance tells you that here is Tweed Broadloom of richness and character. So easy to live with. Thrives on traffic. Wonderful texture resists soil, crushing, shading and footmarks. So luxurious and expensive looking. Send your material and Save.

**2 RUGS
 IN ONE**
 Use Both Sides

4-Color
 Tweed Beauty
 possible only the
 Olson Double
 Loom-Woven Way

Lower Rug →
NUMBER 53003
 ↓

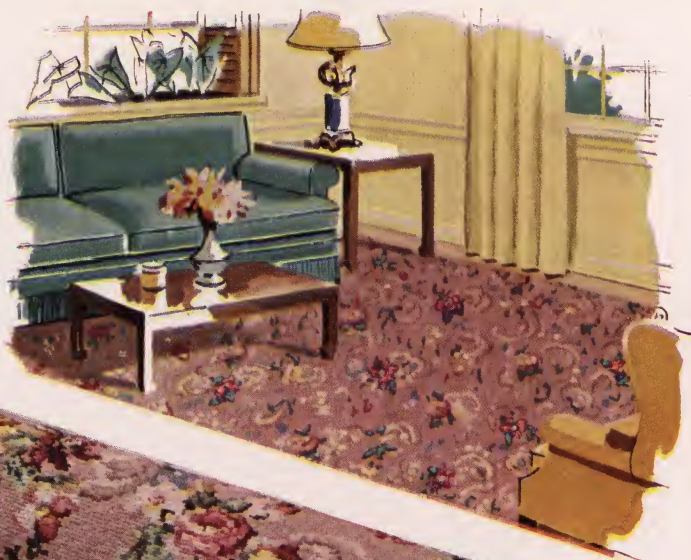
Number 53003 Lower Rug

New Tweed Beauty, with the accent on luxury. Woven of four decorator tones of Golden Taupe, White, Black and Grey. Smart, up-to-date styling and rich handsome appearance. Very practical as well, for it will resist crushing, soiling, footmarks and shading. Send us your old materials and get seamless "2 in 1" Reversible Rugs at savings up to ½.

Remember, you pay nothing extra for the second side. It's like getting an extra rug Free.



2 RUGS
IN ONE
Use Both Sides



Number 39049

*Lovely New Floral
on Fashionable
Cinnamon*

THIS graceful, new, floral pattern will bring up-to-date charm, color and luxury to any room at a wonderful saving in money. It is hard to imagine a richer background for other furnishings.

Here is thick, deep-textured broadloom that is woven REVERSIBLE like all Olson Rugs, with the same charming pattern and the same deep pile on both sides to give double the wear and luxury.

Why not decide to send your old carpets, rugs and clothing to the Olson factory at our expense.

Order this lovely rug for your living room, dining room or bedroom. You risk nothing.

We weave any size rug or wall-to-wall carpeting up to 18 ft. wide seamless and any length.

NATION'S LEADING MAGAZINES

Stand Back of the Olson Guarantee

You Do Not Risk One Penny

We print here only a few of the many national Magazines in which we advertise Olson Rugs

GOOD HOUSEKEEPING

"This is Your Guaranty. Each product and service advertised in this issue of Good Housekeeping is guaranteed to this extent: *If not as advertised herein, it will, upon request and verification of your complaint, be replaced or your money refunded.*"

McCALL'S

"McCall's will not knowingly insert advertisements from other than reliable firms."

"BETTER HOMES AND GARDENS

... guarantees money back or satisfactory adjustment if you buy any article of merchandise that is not as advertised therein."

"PARENT'S MAGAZINE . . .

... conscientiously endeavors, through its Consumer Service Bureau, to apply high standards in passing on products to be advertised therein, and to open its pages only to useful products made by responsible manufacturers . . ."

"SUCCESSFUL FARMING

... guarantees money back or satisfactory adjustment if you buy any article of merchandise that is not as advertised therein."

FARM JOURNAL

FAIR PLAY: We believe that all the advertisements in this magazine are trustworthy."



RIGHT: House & Garden's Seal awarded Olson Rugs for style, quality and value.





Number 5601

Golden Tweed *Modern as Tomorrow!*

PICTURE a beautiful, new, Olson *luxury* Broadloom in Your living room—any room. A Seamless, Reversible, "2 in 1" rug with Double underfoot luxury.

Here is the new Golden Tweed so many decorators are using today. This beautiful Olson Broadloom, richly and tastefully accented with yarns in the most popular Wood-Tones will transform dull rooms into lovely, sunny, up-to-date settings. Like all Olson Rugs, it is woven Seamless and Reversible for double wear and luxury.

**2 RUGS
IN ONE**
Use Both Sides

Popular New Tweed in Black, White, Grey *Ultra Smart! Practical!*

Number 8701

WOVEN in shades of black, white and grey for those who want something up-to-date and different. A wonderful tweed that appeals to the fashionwise. Here is a deep-textured broadloom that will take a lot of wear without showing footmarks, soil or shading, with the same deep, luxurious texture on both sides for double wear and extra luxury.

Remember, you pay nothing extra for the second side. It's like getting an extra rug Free.

4-Color
Tweed Beauty
possible only the
Olson Double
Loom-Woven Way



USE-TESTED®

by/McCall's

IN McCALL'S TEST ROOMS we test new appliances and furnishings for the qualities and features you will find important when you use them in your own home. That's why, after we have tested a product and like it, we believe you will like it too.

OLSON Reversible RUGS and CARPETS

*Customers' Merged materials go toward
fine new rugs or carpets.*

We found the re-used fibers from old materials do not in any way "show" or detract from the new appearance and excellent wearability of these rugs. This economy of blending used materials with new rug wool is a wise one. We liked the wide range of clear bright colors, the excellent choice of sizes and widths.

We gave these rugs the equivalent of many years of rough, tough wear. We exposed them to strong sunlight and to thorough microscopic examination. We subjected them to heavy traffic and regular vacuuming. Our conclusion: really serviceable family rugs that stay good looking.

To turn the rug over and find a new face is particularly appealing and adds to the useful life of the rug.

FEATURES WE ESPECIALLY LIKE:

TWO-IN-ONE CONSTRUCTION — completely reversible, when one side is worn just turn the rug over.

LONG WEARING — a truly serviceable, family-type rug.

ECONOMICAL — discarded materials pay off.

EXCELLENT COLORFASTNESS — completely resistant to sun-fading.

WOVEN IN 19 WIDTHS — no wasted yardage regardless of room size.

WIDE RANGE OF COLORS AND STYLES — choose from solids, tweeds, patterns.

"we used it and we like it!"

MAGAZINE EDITORS— RADIO HOMEMAKERS PRAISE OLSON RUGS



from WLW-T
Cincinnati

"A combination of durability and fashion-rightness—that's what today's home maker is looking for in a floor covering. That's what she gets when she orders an Olson Rug." —Ruth Lyons

from WOWO, Ft. Wayne

"Fortunate is the homemaker who . . . saves her discarded materials . . . Olson Rug Co. converts customers' discards into real beauty in rugs that give style and comfort to homes at prices within reach." —Jane Weston



from WNAX,
Yankton, S.D.

"There is tremendous satisfaction in owning an Olson Rug! It's beautiful, it's style-wise and it's budget-wise!"

Wynn Speece
Your Neighbor
Lady



from BETTER HOMES & GARDENS

"Think of being able to use old rugs, materials, to help obtain such delightful rugs."

from LADIES HOME JOURNAL

"... don't overlook the possibility of reused materials in rugs and carpets. Color is the glamour touch, and customers can turn in worn rugs, clothing to be reclaimed, and . . . obtain reversible broadloom rugs . . . in practically any shade."



"Love Letters" from
Everywhere, U.S.A.

"Really beautiful Rugs" . . . "Never knew Carpet so lovely could cost so little" . . . "The Texture is superb" . . . Olson Reversible Rugs never seem to wear out . . . "Wonderful Buy!"

Excerpts from Olson Customers

Order with Confidence!

SATISFACTION
as GUARANTEED
or Your Money Back

Almost 4 Million Customers

*Easy Monthly
Payments
if you wish.*



Number 43043

Decorator-Inspired Color and Design. A high-fashion, rich, new Green in an exquisite, free-flowing muted design that will add colorful up-to-date beauty, warmth and charm to any room. All this elegance and luxury can be yours for about half the money you thought such a fine carpet would cost. Why not order today?

**2 RUGS
IN ONE**
Use Both Sides

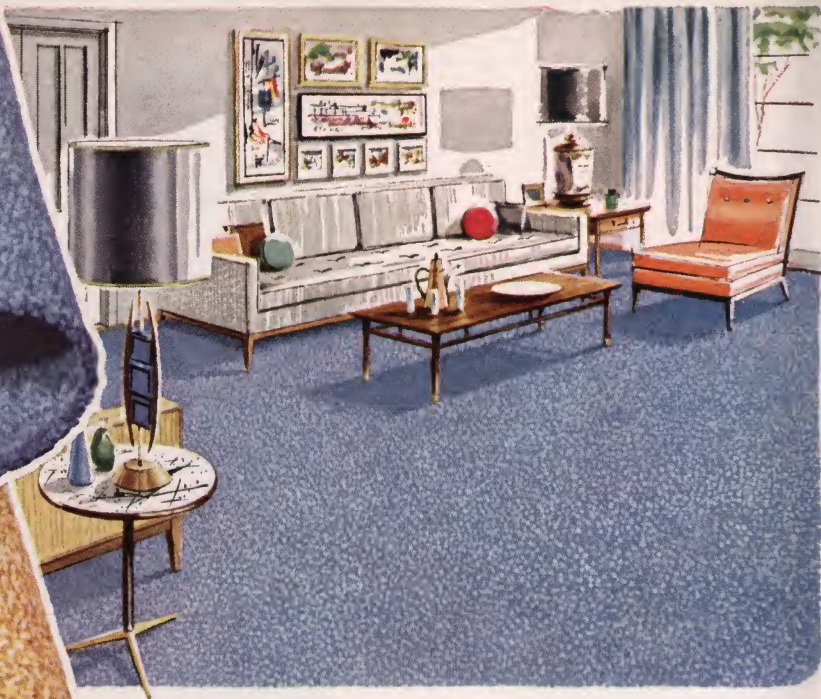
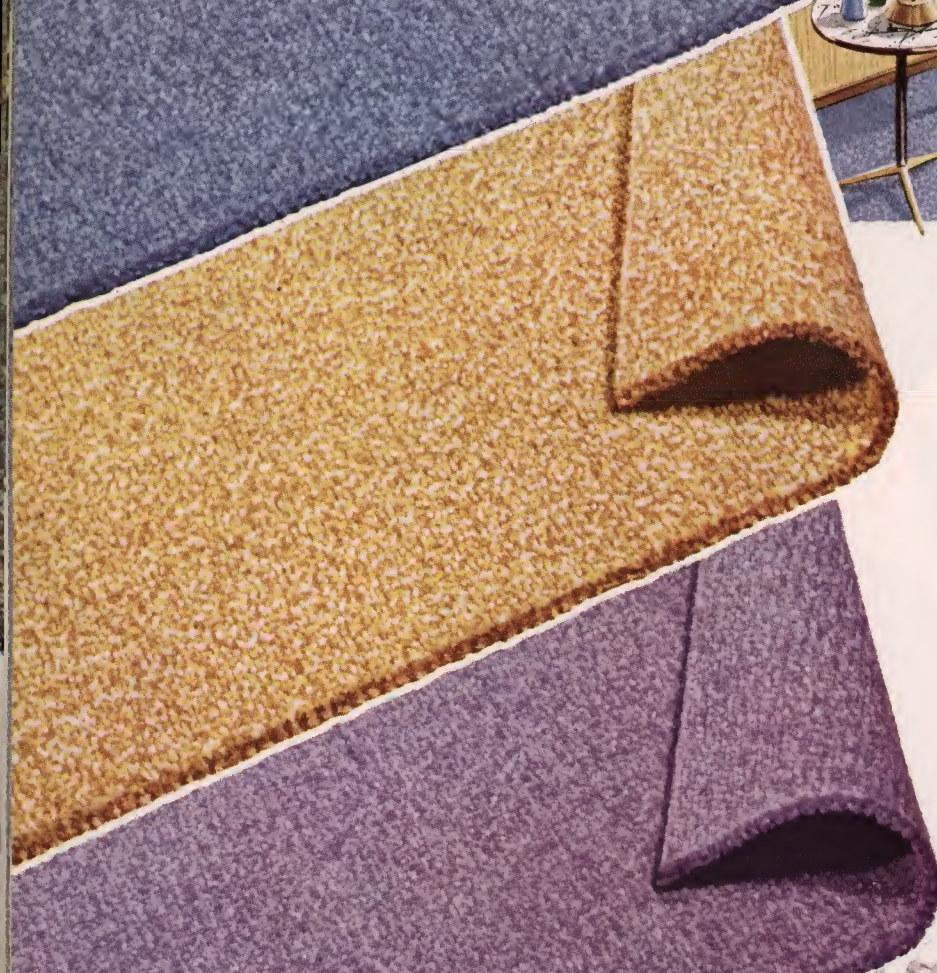
Number 16026

Sandalwood-Beige. You'll beam with pride the minute this expensive-looking carpet is on your floors. The exquisite, new design represents the latest fashion trend in fine broadloom.

*Remember, the second side
costs you nothing extra.*



*Woven
Seamless and
Reversible.*



Only Olson's Double-Loom-Woven process can produce Texture Effects of such beauty and richness.

Number 1101

The Enchanting New BLUE. Blues have come into their own again. And here is one of today's loveliest new shades—gay, charming, light-hearted—that lends itself to a host of fresh new color schemes. Don't be afraid to use this practical Grey-Blue rug in any room. Two closely related shades of yarn give it a richly textured effect, designed to hide soil and footmarks. The same deep, luxurious pile on both sides for double wear.

Number 5101

Light Golden Tweed. This gay, cheerful new Olson Tweed Broadloom will transform dull rooms into lovely, sunny, up-to-date settings. Expensive looking in every detail, except price. Three shades of yarn are used:—Citron, Lemon Peel and Off-White. There is a luxurious beauty about Olson Reversible Rugs that give no hint of their modest cost.

Number 4901

The New PURPLE—lovely, dramatic, smartly modern. Purple is back with overwhelming popularity. But it is used with a light-heartedness that gets away from the heaviness of past eras. It is a wonderfully flexible color with unlimited contrast possibilities. Let the new Purple bring decorative "Magic" to your home. Charming with contemporary furnishings—handsome with antiques. No wonder this gay, new, Lavender-Purple has become a favorite over night. And where else can you get so much carpet luxury at such a big saving? Reversible, Seamless.

Padding of course makes all Rugs feel more luxurious. Thick Olson Padding is only 99 cents a square yard.

Number 3201

The Fashionable New Light Beige

No wonder Beige is all the rage. Goes with everything. The popular solid color effect is created by two closely related light shades of lovely, mellow Beige yarn that give added life, texture interest, beauty. You will be delighted the way light Beige sets off your furnishings and adapts itself to endless decorating schemes.

This seamless "2 in 1" Olson Reversible Broadloom brings up-to-date charm to any room. The same deep, luxurious pile on both sides for twice the wear, double the luxury. Send your materials. You risk nothing by a trial.



**2 RUGS
IN ONE**
Use Both Sides

Grey & Green Tweed

Number 8201

Isn't this an attractive rug?

You will find it easy to create rooms of distinction with this new Olson Broadloom Rug. And, of course, like all Olson Rugs, it is woven seamless and reversible for double wear and double luxury.

The background is a warm Grey, so fashionable today, with flecks of light and dark green to add life and interest.

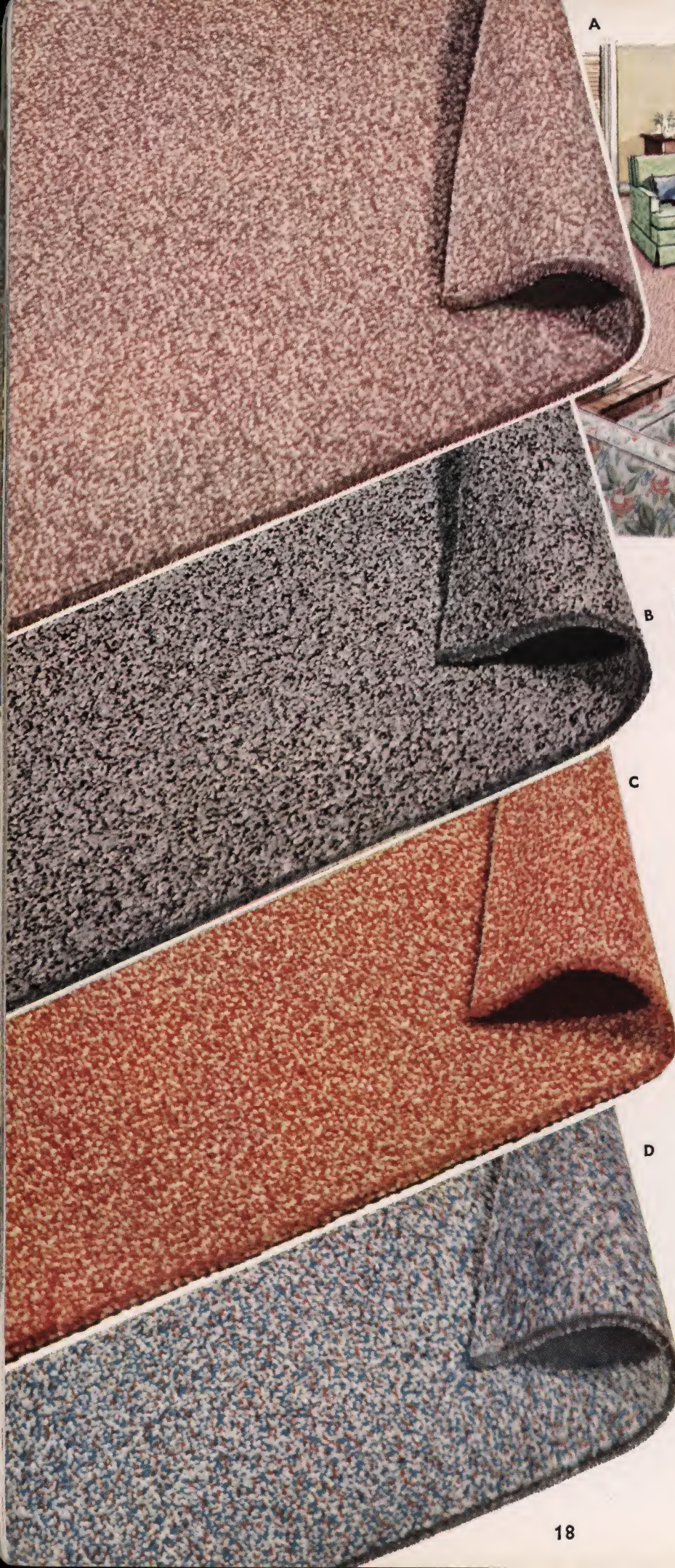
You will be pleased the way this lovely, deep-textured, broadloom rug adapts itself to all styles of furnishings, making an ideal background for an almost unlimited choice of color schemes.

Why not save up to ½ your rug money by ordering direct from the Olson factory?

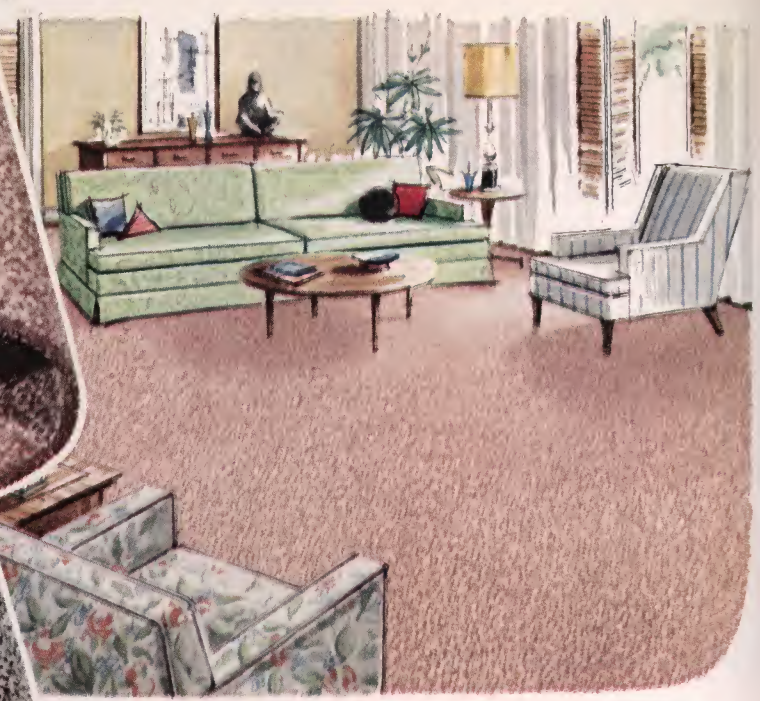
Remember, the second side costs you nothing extra.

Only Olson's
Double-Loom-Woven
process can produce
Tweeds of such
beauty and richness

No Seams to Worry About! Every Olson Rug and Carpet is Woven Seamless in One Piece up to 18 feet Wide and Any Length.



A



B

**2 RUGS
IN ONE**
Use Both Sides

New Rich Textured Tweeds

C

D

Rug A **Number 3501**

Beautiful Beige Blend. Here is a high-fashion Beige magically harmonized with decorator tones of Golden Taupe and Off White. With a lovely Olson tweed carpet like this on your floor, you'll be proud to say come-in to your friends and neighbors. Expensive looking in every detail, except price. Send your old materials and save up to half your rug money.

Rug B **Number 6801**

A Practical Tweed in White, Black, Grey that will look lovely in any room in your home. Woven seamless and reversible in a harmonizing blend of three popular, easy to live with colors. You'll love its enduring beauty and easy to care for quality. Send your materials and save up to half your rug money by ordering from the Olson Factory.

Rug C **Number 7901**

Tangerine. We urge you to see this gay, smartly modern, new Tweed—lovely—dramatic, charming. The secret of beautiful rooms is "color." Tangerine will bring decorative "magic" to any room in your home. Think of the fascinating color schemes you can build around this luxurious rug. Three shades of yarn give it a richly textured effect designed to hide soil and foot-marks. Reversible of course.

Rug D **Number 1701**

A Charming Tweed Accented With Blue. Here is good taste and high-fashion in a flattering new multi-color tweed. The colors of Soft Grey, Off-White, Golden Taupe are artistically accented with nubs of Blue yarn for easy decorating. A beautiful yet practical tweed rug for any room in your home. Woven Seamless and Reversible.



Number 21031

Oriental Loveliness

A rich Persian design that has much of the beauty and splendor of a priceless handmade Sarouk. A truly beautiful rug adapted from a Century-old masterpiece. The ground is a deep, rich Wine Red, for which Sarouks are famous. The soft colors carry out the delicacy of design characteristic of costly Orientals.

Where else can you get so much rare beauty and luxury for so little money? Every rug is woven seamless and Reversible. We Guarantee to please you.

*2 Rugs in One.
The same rich,
deep-textured
pattern on
both sides.*

This Oriental Pattern
is Woven in All the Following Sizes:

SIZES	MATERIAL (See Coupon, Page 39)	PAY ONLY
30x54 inch . . . 4 lbs. . .	\$ 8.62	
36x63 " . . . 7 " . . .	12.06	
4x7 feet . . . 12 " . . .	21.21	
6x9 " . . . 23 " . . .	40.91	
8x9 " . . . 31 " . . .	54.55	
8x10 feet . . . 34 " . . .	60.55	
9x11 " . . . 42 " . . .	73.91	
9x12 " . . . 46 " . . .	78.95	
9x14 " . . . 54 " . . .	94.07	
9x15 " . . . 57 " . . .	100.80	
10x11 feet . . . 47 " . . .	83.34	
10x12 " . . . 52 " . . .	90.84	
11x12 " . . . 56 " . . .	99.98	
11x13 " . . . 61 " . . .	108.34	
12x12 " . . . 62 " . . .	107.51	
12x14 " . . . 72 " . . .	125.42	
12x15 " . . . 77 " . . .	134.39	
12x17 " . . . 87 " . . .	152.30	
12x18 " . . . 92 " . . .	161.26	



No Other Rugs Offer So Much for So

Just think! When Grandma was a little girl she played on Olson Rugs. So did I. And now you children will have the loveliest Olson Rugs of all.



Don't you love our new Olson broadloom rugs? So soft and rich looking. And best of all they are reversible.

Mary, you're a wonder! They're beautiful! And to think you saved almost half the money we planned to spend.



Our 87th
Year!

Here are Seventeen Reasons

- 1** You Send Materials to us thus helping to save a large part of the cost of new rugs.
- 2** You Deal Direct With the Factory which means YOU eliminate wholesalers, jobbers and retailers profits, expenses, rents, salaries, etc.—a big saving.
- 3** You Order by Mail direct from the Factory, the most economical method of buying ever devised.
- 4** Two Rugs in One. When one side is worn you have another fresh, new, deep-nap surface on the other side with colors and patterns undimmed by use.
- 5** Twice As Soft Underfoot—thrilling luxury.
- 6** You Can Turn Olson Rugs 4 Ways to distribute the wear. One-sided rugs can be turned around only once.
- 7** Our Looms Weave Both Sides at the same time to give you two wearing surfaces for one low price.
- 8** They Are Closely, Firmly Woven with plenty of body for long wear. An Olson Rug is easy to clean.
- 9** 33 to 50 per cent More Materials in Olson Rugs than in most inexpensive one-sided store rugs of the same price. As easy to handle as a fine Wilton.

- 10** Woven So any length
- 11** Richer Than Only in ex- ness of tex
- 12** Best Grade beauty th
- 13** Yarns Are ess to ins years of v one-sided
- 14** Complete Effects. M
- 15** Only Ol seams: 18 4, 3 feet widths in yardage o all sizes fr
- 16** Satisfact You risk
- 17** Almost 1 facturers.

World's Largest
Carpet & Rug Weavers
Dealing Direct With
American Homes



Little Money

Reasons Why!

seamless in one piece up to 18 feet wide, and
h. No seams to wear threadbare.

Textured Weave that hides soil, footmarks,
expensive Carpeting will you find as much rich-
texture and character.

de Dyes are used in all Olson Rugs to insure
rough the years.

e Double Twisted by our special Olson Proce-
ure a surface that will withstand many more
wear—almost twice as long as ordinary, thin,
rugs.

e Selection of the Latest Colors, Patterns,
Many exclusive colors, patterns and blends.

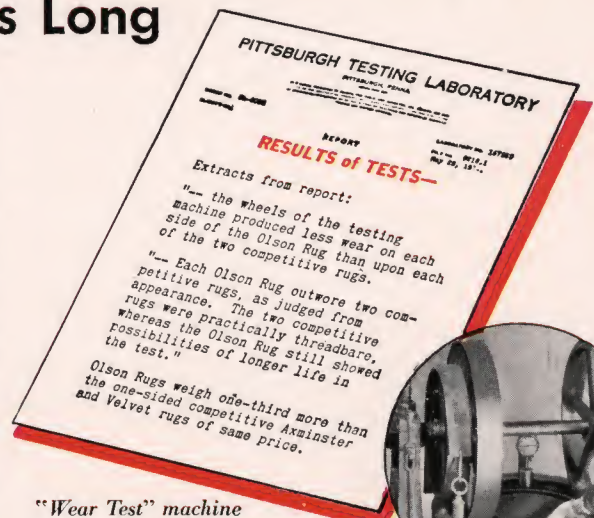
son has looms to weave 19 widths without
feet, 17, 16, 15, 14, 13, 12, 11, 10, 9, 8, 7, 6, 5,
and 30, 27 and 22 inches—all these
any length—and without the wasted
others charge for because they must cut
rom 9, 12 or 15 foot rolls.

tion as Guaranteed or money back.
nothing. Nearly 4 million customers.

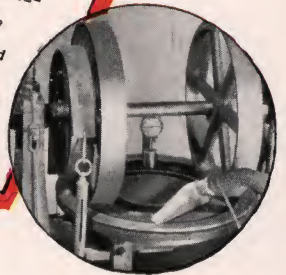
100 Years of Experience as rug manu-
An organization of "rug" specialists."

Proof that OLSON Reversible Rugs Last Twice as Long

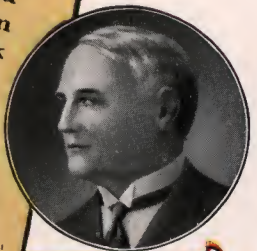
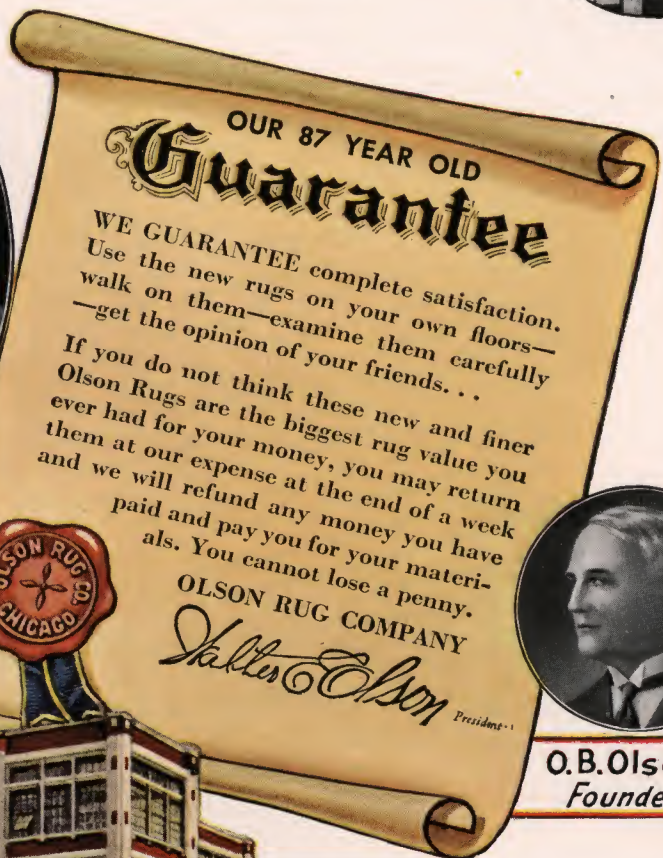
The Pittsburgh Testing Lab-
oratory, outstanding engi-
neers and chemists for nearly
sixty years, made these tests
on a government type testing
machine designed by U. S.
Bureau of Standards at Wash-
ington. They chose two 9 x 12
ft. Olson Rugs about to be
shipped to customers and
compared them with two 9 x
12 ft. rugs bought by mail
from other sources and se-
lected because they resem-
bled in color and pattern and
were identical in price to the
Olson Rugs.



"Wear Test" machine
designed by U. S.
Bureau of Standards.



Walter E. Olson
President



O.B. Olson
Founder



The Olson Waterfalls
and Rock Gardens—One of
Chicago's Famous Beauty Spots



Janet Brooks

DECORATING HELPS

A few Simple Rules to Guide You

By our Decorating Expert, whose Advice is Free to Olson Customers

THIS BOOK brings you the new trends—the smart, up-to-the minute new colors and patterns—and more rug sizes than you will find anywhere else in the United States. All are designed to make your home a lovelier, friendlier, more comfortable place to live.

In these pages, American Women are offered, at a wonderful saving, the kind of luxurious broadloom they would choose if price were no object.

"Modern Decorating" Demands "Livable Rooms" and "Colorful Harmony"

The rug is the keynote—the background of the entire room. Perhaps no other decorating item in a room can transform it so quickly, so completely, so inexpensively as the fresh beauty of a luxurious, modern Olson Broadloom.

The Rug "Makes the Room"

It adds warmth, comfort, character, and beauty. It gives the room an air of luxury that cannot be secured in any

other way. A beautiful Rug or wall-to-wall Carpet sets off all your furnishings and ties the entire room together.

This Is An Age of COLOR

COLOR is the most important part of successful decorating. Don't be afraid to use it freely. From all of the lovely colors and patterns shown in this catalog, you can choose a Rug or Carpeting that will bring up-to-date new color beauty to any room.

There are cool, soothing, restful colors—and warm, cheerful, stimulating colors to brighten up dreary, sunless rooms.

Some prefer rooms decorated in closely related colors as shown below in the room with the tweed rug. Others prefer contrasting or complementary colors, as shown in the room with the grey rug.

The rooms in this book show you various decorating styles popular today. The color schemes are only suggestions of the many combinations possible.

Though the rooms illustrated may not be exactly like yours, they should help you to visualize the rug color that best suits your room.

Let your good taste be your guide in planning rooms that are distinctive.

A Few Fundamental Rules

TEXTURED solid colors and tweed blends are in excellent taste and may be used with all types of furnishings. They



This lovely Tweed will enrich any room.

are dramatic and harmonize beautifully with all decorating schemes.

They increase the apparent size of a room and go well with pattern or plain drapes, upholstery and walls. Many of the finest homes are furnished with these rugs throughout.

If you choose a richly figured rug, it will be more harmonizing to have the walls and hangings plain or conservative in pattern. Remember, the trend in decorating is to an uncluttered, clean-cut look.

Wall-to-Wall—Inexpensively

Many Home Decorating Experts advise using rugs that come only a few inches from the walls. This gives a room the modern wall-to-wall look and a feeling of luxury and spaciousness—inexpensively. Of course, many customers with nice floors like to show more flooring. See Page 38.

By using the same color rug in adjoining rooms, a spacious, tied-in effect is achieved. Colors of walls and furnishings can be different to give variety.

In your living room, place your furniture in friendly conversational groups arranged for easy use. Avoid placing furniture stiffly along the walls. Plan furniture arrangements to balance in height. Put large pieces against large wall areas to balance or at right angles to a wall—not diagonal.



An example of the use of bold contrasting colors which is very lovely and effective against the neutral Grey rug.



An example of the use of closely related colors in rug, chair covers and draperies.





Lovely, Popular, Heather Tweed

Decorators' Favorite, So Rich Looking, Practical

No wonder Olson Tweeds have won the hearts of decorators and customers everywhere. They have a rich character not found in any other tweeds. Here is one of our loveliest, in 4 favorite colors: Cinnamon Taupe, Nutria, Grey and Beige. This Seamless, Reversible Broadloom will bring up to date luxury to any room. Thrives on family traffic—resists soil. The second side costs you nothing extra. Let your old carpets, rugs, clothing help you save up to half.

Number 34004

4-Color Tweed
Beauty possible
only the Olson Double
LOOM-WOVEN Way

**2 RUGS
IN ONE**
Use Both Sides

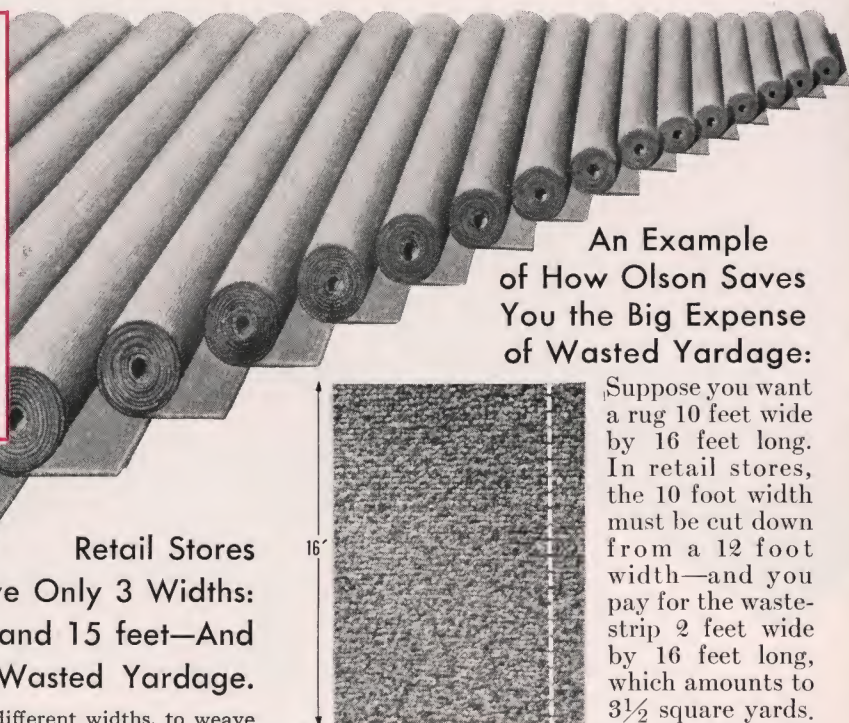
We Eliminate the Wasted Yardage Others Must Charge For!

Only Olson has Looms
in 19 Widths to Weave
Broadloom Rugs, Carpets
up to 18 feet Wide

Without Waste
and Without
Seams



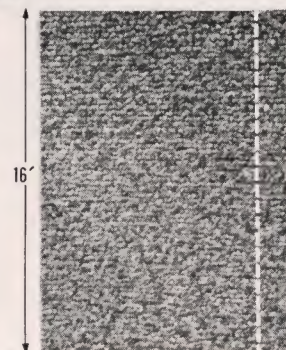
18 Feet Wide
17 Feet Wide
16 Feet Wide
15 Feet Wide
14 Feet Wide
13 Feet Wide
12 Feet Wide
11 Feet Wide
10 Feet Wide
9 Feet Wide
8 Feet Wide
7 Feet Wide
6 Feet Wide
5 Feet Wide
4 Feet Wide
3 Feet Wide
30 Ins. Wide
27 Ins. Wide
22 Ins. Wide



An Example
of How Olson Saves
You the Big Expense
of Wasted Yardage:

Suppose you want a rug 10 feet wide by 16 feet long. In retail stores, the 10 foot width must be cut down from a 12 foot width—and you pay for the waste-strip 2 feet wide by 16 feet long, which amounts to 3½ square yards.

When you order from Olson, you do not pay for this waste.



To get 10 feet in stores
You Must Pay for 12 ft. Width

Retail Stores
Have Only 3 Widths:
9, 12 and 15 feet—And
You Pay For Wasted Yardage.

Because we have looms in 19 different widths, to weave seamless rugs and carpets from 18 feet wide down to 22 inches wide, we eliminate all wasted yardage on hundreds of "Popular" Olson size rugs. (See list on page 39).

BROADLOOM;— Any Rug or Carpet Woven Without Seams on a Wide Loom

No Seams!
Every Olson Rug
is Woven Seam-
less in One Piece up
to 18 feet Wide, and
Any Length.



Two closely related shades of Pastel Rose give a solid color effect and add life, texture, beauty, serviceability.

**2 RUGS
IN ONE**
Use Both Sides

Number 2601

*A Pastel Rose
for up-to-date Beauty*

HERE is the delightful new rug color that has won such spectacular popularity with exclusive decorators and fashionable home-makers everywhere. It is hard to imagine a lovelier background for other furnishings regardless of period or style. A smart, up-to-date pastel color that is practical, restful and easy to live with in any room.

It has richness of character and an expensive looking twist weave texture effect that is very appealing.

Look at the long list of sizes we'll make—many sizes you can't get elsewhere. Why pay high retail prices when you can save up to half and have finer Broadloom rugs, woven Reversible, by ordering direct from the Olson Factory?

You pay nothing extra for the second side. It's like getting an extra rug free.



Padding of course makes all Rugs feel more luxurious. Thick Olson Padding is only 99 cents a square yard.



Number 4101

Green Tweed

Smart, Practical

DECORATORS recommend just such a color as this Green "Tweed" because it is so extremely smart, yet practical and easy to live with. It's deep textured loveliness gives that popular new twist weave effect at a wonderful saving. The softly blending shades of Grey Green, Hunter Green, Pine Green and light Apple Green harmonize beautifully with a wide variety of other colors. Send your materials. Save up to ½.

Factory-to-You. You risk nothing by a trial!

Remember, you pay nothing extra for the second side. It's like getting an extra rug Free.

**2 RUGS
IN ONE**
Use Both Sides

4-Color Tweed
Beauty possible
only the Olson Double
LOOM-WOVEN Way

Typical Unsolicited Letters from Olson Customers

"I Am Delighted With My Rugs"



"... My Colonial (rug) is perfect with maple furniture and glazed chintz—and so soft to walk on. My rose rug, too, is perfect with mahogany."—Mrs. J.S., Marine City, Mich.

"They Are Beautiful"

"... My family and I are delighted with our rugs. They are beautiful, to say the least. About 35 years ago I had several Olson Rugs, some of which were sent in my bundle to you. That tells the life of an Olson Rug..."

—Mrs. H.H.G., Lincoln, Nebr.

"Exceeded My Expectations"

"... It is a beautiful color... heavy texture and looks expensive, far better than I could buy in any store for what it cost me. It certainly exceeded my expectations..."

—Mrs. E.A., Azusa, California



"Exactly As Pictured in Catalog"

"... We ordered our first Olson Rug a year ago and it is still like new... the colors are exactly as pictured in your catalog. We like our rug very much."—Mrs. R.N.H., Kokomo, Ind.



"... After 10 years of very, very hard service, the two rugs I have of yours still won't wear out. I have two big playful dogs who certainly deal out punishment to floor coverings, and I am astonished at the way your rugs hold up."

—Mrs. B.F.K., Oklahoma City, Okla.

"Proud of My Rug"

"I'm pretty proud of my rug because it... looks as good as the day I bought it..."

—Mrs. D.A., Riverside, R.I.

"... Our Olson Reversible Rug doesn't show footprints... there aren't any rugs as good as Olson Rugs." Mrs. R.G., Monroe, Wisconsin.



Number 89009 Oval

Reversible

YOU MAY ORDER ROOM-SIZE OVAL RUGS

in Any Color, Tweed or Design in Catalog
In the 9 Sizes Listed Below

*There is Great Charm in Large Oval Rugs.
Try Them in One or More Rooms in Your Home*

OVAL RUGS

OVAL SIZES	MATERIAL (See Coupon, Page 39)	PAY ONLY
30x45 inch....	3 lbs.....	\$ 7.64
34x57 "	4 "	11.20
39x66 "	7 "	15.68
4 1/4 x 7 feet... 13 "	"	27.57
6 1/4 x 9 1/4 feet.. 24 "	"	46.89
8 1/4 x 10 1/4 " .. 36 "	"	68.21
9 1/4 x 12 1/4 " .. 48 "	"	91.35
10 1/4 x 15 1/4 " .. 66 "	"	128.65
12 1/4 x 15 1/4 " .. 77 "	"	154.38

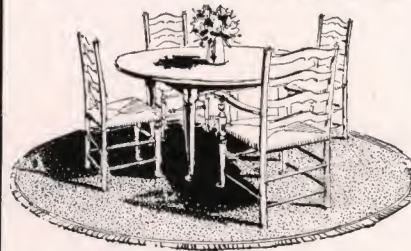
Every Oval Reversible,
Richly fringed.

When ordering Oval Rugs, write the Catalog rug "Number" as shown on the page where the Color, Tweed or Design you want is illustrated. Give the Oval size you wish as shown here. After the Rug "Number" write the word "Oval."

**2 RUGS
IN ONE**
Use Both Sides

*You get Two wearing surfaces
for the price of one.*

ROUND RUGS



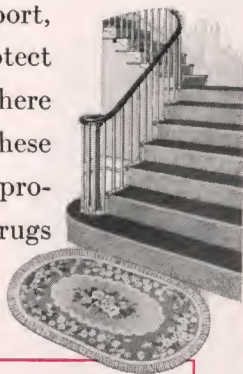
You can order Round Rugs in the following 10 sizes and in any Color, Tweed or Design in this catalog. Write the word "Round" after the rug "Number."

ROUND SIZES	MATERIAL (See Coupon, Page 39)	PAY ONLY
3 1/4 ft.	4 lbs.....	\$ 8.62
4 1/4 "	7 "	14.31
5 1/4 "	11 "	21.99
6 1/4 "	15 "	31.17
7 1/4 "	21 "	42.05
8 1/4 "	28 "	54.94
9 1/4 "	34 "	69.54
10 1/4 "	43 "	85.86
11 1/4 "	52 "	103.89
12 1/4 "	62 "	123.63

Reversible, richly fringed.

OVALS add Charm to any Room — Ideal Gifts!

THINK of the many places where you can use an oval rug: in bedrooms, at the foot of stairs, in front of davenport, easy chair or fireplace to protect your larger rugs. Wherever there is unusual wear, one of these appealing ovals will help to prolong the life of your larger rugs —and add a charming decorative note.



OVALS On This Page Made ONLY in Sizes Below

SIZES	MATERIAL	PAY ONLY
30x45 inch...	3 lbs....	\$ 7.64
34x57 " ...	4 "	11.20
39x66 " ...	7 "	15.68
4 1/4 x 7 feet....	13 "	27.57

Above sizes include Fringe.
Reversible for Double Wear.



Number 07077 COLONIAL CHARM.

The lovely, soft colors are woven all the way through—the same deep textured luxury on both sides. A great favorite. Richly fringed.



Number 03033 NEW! LOVELY!

One of the most beautiful ovals we have ever offered. Colorful roses charmingly arranged on a light Beige ground. Reversible. Richly fringed.



Number 02069 ROSE FLORAL

One of our newest patterns, created by richly blending colors on a lovely, pastel rose ground. Reversible. Richly fringed.



Number 08062 GREY FLORAL

A new floral pattern on a soft Grey ground that will bring a charming decorative note to almost any setting. Reversible. Richly fringed.



Number 09095 BEIGE FLORAL

A exquisite floral design set in a ground of popular Beige. Brings a touch of charm and graciousness to any room. Reversible, fringed.



Number 04071 GREEN FLORAL

A lovely, colorful new design. The flowered center is set in a background of soft green. Handsome border. Reversible, richly fringed.

The same deep nap and the same lovely pattern are woven on both sides.

Number 91051

A Great Favorite Colorful, All-Purpose Rug

THIS delightful Early American pattern with its exquisite blend of colors gives an effect so fresh and appealing that we feel you, too, will find it irresistible. Customers everywhere are enthusiastic in their praise of this unusual and wholly charming rug. A great variety of colors make it equally at home in an Early American setting as well as rooms of mixed periods. Here's a sure tonic for that tired room, for nothing is more truly modern today than Early American.

We are quite sure you have never walked on softer, more luxurious-feeling rugs, regardless of price. Why pay store prices when you can save up to half by sending your materials to the Olson Factory. Every rug is backed by our guarantee of satisfaction or money back.

Remember, you pay nothing extra for the second side. It's like getting an extra rug Free.

**2 RUGS
IN ONE**
Use Both Sides

Customers can order any of the lovely Olson Rugs pictured in this catalog regardless of the kind or color of materials sent.

Olson Rugs, Carpets Finer Than Ever!

There is 33 to 50 per cent MORE YARN in Olson Rugs or Carpeting than ordinary one-sided store rugs or carpets anywhere near our low prices.

NOW — Every Olson Rug and Wall-to-Wall Carpet is Permanently **MOTH-PROOFED**

YOUR MONEY BACK if you do not agree that "2 in One" Olson Rugs are Finer than any you can buy today for So Little Money.

Number 94084

Beauty in Grey

*To Lend Elegance and
Charm to Any Home*

EXQUISITE new carpet motif, inspired by our design stylists to bring to your home decorating splendor you'd never think possible for so little money.

The graceful, "free-flowing" design represents the newest fashion trend in carpet. It is developed by the discreet use of five, soft, refreshing shades of Grey. As practical as it is beautiful.

Send us your Old Materials. Get decorator-styled, high fashion, seamless and reversible broadloom rugs or carpets like this, for half the money you expect to pay.

NOTE: This same lovely design is shown in Pecan and in Beige on Page 8 also in Green on Page 15.

For SIZES, PRICES
See Pages 38 & 39

*Beautify Now . . . Use
Our Easy Monthly
Payment Plan
—if you wish*

**2 RUGS
IN ONE**
Use Both Sides

The Lovely New Blue Charming! Practical!

Number 1301

DECORATORS' are recommending Blue . . . and here is one of the prettiest. Woven seamless in two closely related, beautiful shades of pastel Blue to give a solid color effect, and to add life, texture, beauty and serviceability.

Reversible carpet that will surely bring refreshing charm and graciousness to any room. Rich beauty that will last and last and last. We guarantee to please you completely. Beautify now—use our easy monthly payment plan—if you wish.

Padding of course makes all Rugs feel more luxurious. Thick Olson Padding is only 99 cents a square yard.



The same deep nap and the same lovely pattern are woven on both sides for double luxury.

Number 95055

A New "Colonial" of Exquisite Beauty

THIS is one of the loveliest rugs we have ever offered. You will be delighted with the interest it brings to any room. A sure cure for monotony. It affords an endless variety of decorating possibilities.

This delightful Colonial pattern, with its exquisite blend of 15 colors is equally at home in an Early American setting as well as rooms of mixed periods.

A luxuriously soft, seamless, two-sided broadloom rug that will give double luxury underfoot and double your money's worth.

With new wools so costly, why pay store rug prices when you can save up to half by ordering your new rugs or carpeting from the Olson Rug Factory? You risk nothing by a trial. We guarantee to please you.

Remember, the second side costs you nothing extra.

Why put up with worn rugs or carpets when you can send them (old clothing, too), to the Olson factory (at our expense) and purchase rich, thick, deep-textured Broadloom for so little money?

**2 RUGS
IN ONE**
Use Both Sides

"...So Enthused About My Olson Rug"

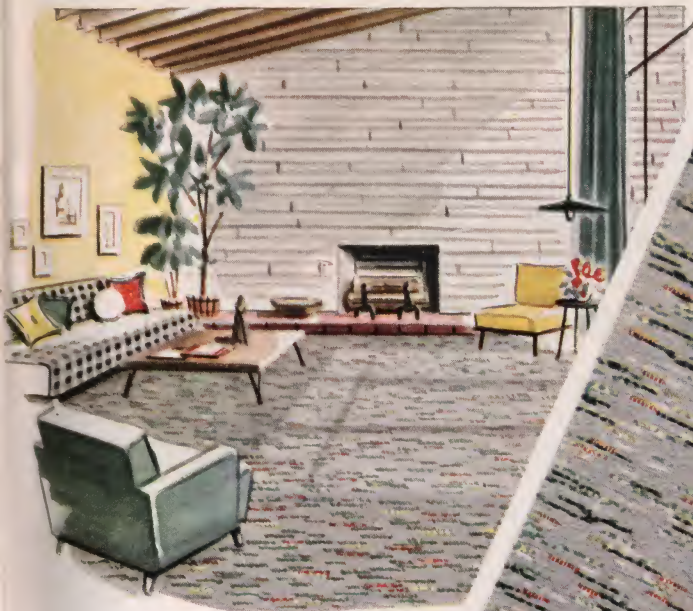


"...I want to tell you how pleased I am with my new Olson Rug. My friends are very complimentary and all agree it is a beautiful rug." *Mrs. V. A. M., Cincinnati, Ohio*

"... I purchased a rug from Olson in the early 1929's. That rug today is still being used in our dining room where it gets lots of wear. It still does not show any places where it is wearing out, and the color is still bright as the day we bought it." *Mrs. W. S. B., Ithaca, N.Y.*

"I suppose you get letters like this all the time; but I am so enthused about my new Olson Rug I want you to know about it. I had seen excerpts from letters praising your rugs, but I had attributed them to advertising propaganda. Now I know they don't tell half the story. My neighbor has a house just like ours, with a living room of same dimensions. They had their room carpeted by a local department store at a cost of \$800. My \$200 Olson feels twice as heavy underfoot as theirs." *Mrs. R. L. H., Sioux City, Iowa*

"... Since we had not seen an actual sample of the quality and color, we were a little dubious but our new Olson Rug is exactly what we would have picked." *Mrs. E. R. C., Beaver, Pa.*



Number 87037

Grey field

Fiesta Casuals

*You, too, will say, "They're Lovely—
Just What I'm Looking For"*

THESE smart, new, color-flecked all-purpose broadloom rugs give an effect so fresh, so appealing, that you will find them irresistible.

They have charm, character and interesting texture effect that make them ideal for today's friendly, informal mode of living. Whether your home is Colonial, Modern, Ranch type, or any style, you will find it easy to create rooms of distinction with these charming rugs. No wonder decorating editors are enthusiastic in their praise.

**2 RUGS
IN ONE**
Use Both Sides

*Easy Monthly
Payments
if you wish.*

Number 29029

Taupe field



Why pay high store prices when you can save up to half by dealing direct with the Olson Factory. You risk nothing by a trial. Satisfaction as guaranteed or your money back.

Remember, the second side costs you nothing extra.

Number 8801

Grey

A Great Favorite

GREY is the smart color so highly favored by fashion-wise homemakers and featured in leading magazines. Two closely related shades of lovely, warm Grey give a solid color effect and add life, interest, beauty and serviceability to the rug.

You will be pleased the way this neutral color adapts itself to all styles of furnishings.



Why put up with worn rugs or carpets when you can send them (old clothing, too), to the Olson factory (at our expense) and purchase rich, thick, deep-textured Broadloom for so little money?

**2 RUGS
IN ONE**
Use Both Sides



Red—Rich, Modern!

Number 2501

THIS is an age of color. Never before have homes been so colorful, so appealing. Hand in hand with the growing vogue for new color beauty has come an increased appreciation for reds.

As our contribution to this style trend, we offer the exquisite seamless, reversible, broadloom rug shown here. It is a rich blend of two lovely, closely related shades to give a solid color effect and add life, texture, beauty and serviceability. And it's reversible.

Why not order one of these distinguished looking rugs for your living room, dining room, halls, stairs, any room? A rug that will stand a lot of wear without showing soil. Satisfaction Guaranteed.

Remember, you pay nothing extra for the second side. It's like getting an extra rug Free.

Number 6101

A Popular Tweed In 4 Beautiful Shades

THIS rich looking and intensely practical rug will stand hard wear without showing soil or foot-marks. Tones of light Copper Taupe, Fawn, Cocoa Brown and Ecru are closely intermingled into a fashionable Tweed to achieve this lovely color blend.

A sturdy, deep-textured Seamless Reversible Broadloom rug that will harmonize with practically all color schemes. A rug you can live with year after year.

Send us your old rugs, clothing. Get lovelier rugs like this for half the money you expected to pay. Every rug is backed by our Guarantee of Satisfaction.

You pay nothing extra for the second side. It's like getting an extra rug free.

**2 RUGS
IN ONE**
Use Both Sides

Easy Monthly
Payments
if You
wish!

4-Color Tweed
Beauty possible
only the Olson Double
LOOM-WOVEN Way

Padding of Course Makes All Rugs Feel More Luxurious

Thick Olson Padding is Only 99 cents a Square Yard

BECAUSE customers furnish much of the material, and we use so much NEW CARPET WOOL at no extra charge, there is 33 to 50 percent more material in an Olson Reversible Rug than one-sided store rugs anywhere near our low prices. Your money back if you do not agree that Olson Rugs, Carpets are thicker, lovelier and more luxurious.



LUXURIOUS Broadloom,
woven Seamless and
Reversible for Double Wear
and Luxury.

**2 RUGS
IN ONE**
Use Both Sides

Number 9501

Fawn Tweed a Lovely Soft Blend

You
Can Order
Any Rug Pictured
in this Catalog on
**EASY MONTHLY
PAYMENTS**
if You Wish

A RUG of up-to-date loveliness that brings beauty and character to any room at small cost. This practical tweed blend of soft shades of Rose Taupe, Beige, Ecru and Cocoa will handsomely set off your furnishings.

Here is a fascinating tweed blend broadloom that satisfies the demand for light color effects.

This deep-textured, Reversible Broadloom rug will give double luxury underfoot at about half what you'd expect to pay. Order direct from Factory... see for yourself. You risk nothing by a trial.

*Remember, the second side
costs you nothing extra.*

*We Guarantee to Please You and
Save You up to 1/2 Your Rug Money.*

4-Color Tweed
Beauty possible
only the Olson Double
LOOM-WOVEN Way

Stair Carpet...How to Measure

*You can order stair
carpet in any color or
pattern shown in cata-
log. See price list on
Page 39.*

For straight stairways, measure depth of tread and height of riser including nosing; add together and multiply by number of steps, plus 9 inches. These extra inches should be tucked under the first riser so that from time to time the carpet can be shifted to distribute wear.

*Carpet shown is No. 72002
described on Page 11*



**2 RUGS
IN ONE**
Use Both Sides

Number 89009

New Floral on Fashionable Grey

This lovely, colorful, new floral pattern is charmingly set off by the soft warm field of Grey, so popular today. A rug that will bring up-to-date beauty and character to any room at small cost and be an ideal background for other furnishings.

Here is a serviceable rug that will stand a lot of wear without showing soil or footmarks. A luxuriously soft, seamless, two-sided broadloom rug that will give double luxury underfoot and double your money's worth. Send your materials. You risk nothing. We Guarantee to please.

You pay nothing extra for the second side. It's like getting an extra rug Free.



"Every Rug in Our House is an Olson"



This lovely home in Coral Gables, Florida, is Olson Carpeted throughout.

"... I just had to let you know how much I like my new Olson Rug. It is so beautiful and looks like it will wear forever"

Mrs. L. B., Bakersfield, California

"... Everyone is surprised at the low cost of such a fine rug."

Mrs. R. L. W., DeSoto, Missouri.

"Over forty years ago I first became acquainted with Olson Rugs when my parents ordered several for our home in western Pennsylvania. Since I remembered how they stood up under the rough treatment given them by 4 children in extremes of weather, I naturally furnished my own home in Miami with them after my marriage over twenty-five years ago. We also used them in rental property we acquired there in 1940.

"Five years ago we built a larger home in Coral Gables, a Miami Suburb famous for beautiful homes, not far from the nationally known University of Miami. I am proud to say that every rug in our house is an Olson and I am often complimented on the color and quality of our rugs, even though they are constantly 'put to the test' by our active sixteen year old son and his lively friends."

—Mrs. L. F. H., Coral Gables, Florida

Padding Makes All Rugs Feel More Luxurious

Thick Olson Padding is only 99 cents a Square Yard (11c a square foot).

SEND YOUR OLD RUGS, CARPETS CLOTHING, etc. Any Colors!

It Does Not Matter Whether You Send . . .

- ★ ALL OLD CARPETS and RUGS, or . . .
- ★ ALL OLD CLOTHING, or . . .
- ★ SOME OF EACH.

Choice New Wools — New Carpet Yarns —

in generous amounts are used in all Olson Rugs and Carpeting *without extra charge* in addition to the valuable fibers expertly reclaimed from customers' merged materials, so that we can guarantee every Olson Rug or Carpet will be the same high standard of quality that has built this 87 year old institution. The other valuable reclaimed fibers are used in the sturdy inner construction.

Old Clothing and Other Materials You May Send:

Sweaters	Blankets	Draperies	Bed Spreads
Coats	Dresses	Curtains	Pillow Cases
Suits	Shirts	Trousers	Towelings
Skirts	Sheets	Bathrobes	Table Covers
Overcoats, Topcoats.			

By Our Scientific Process of shredding, cleaning, scouring, steaming, boiling and bleaching, the reclaimed fibers are immaculately clean, fresh, sanitary and moth-proofed—ready for spinning and dyeing.

We Do Not Buy Old Materials

Most Customers Send Materials Before Ordering
—But For Those Who Wish to **TRY** Their New
Olson Rugs or Wall to Wall Carpet Before Shipping
Their Materials, **WE SUGGEST OUR . . .**

Special MATERIAL LOAN PLAN

YOU CAN ORDER NOW

- 1—If You Do Not Have Any Material To Send Now
- 2—If You Do Not Have Enough Material
- 3—If You Prefer To, Send Your Materials After
Your New Rugs Arrive

We'll Complete Your Order **At Once** with our Choice Carpet Yarns, which are expertly blended with the finest **NEW WOOLS** and guaranteed to be the same high quality that has made Olson Rugs famous for wear. Pay only the low prices on page 39.

Write on your order "**I'll ship my material later**"

Then, after your new rugs are on your floors, you can, when convenient, send us your old materials *in one shipment* at our expense. (One or more bundles).

If You Happen To Send More Material Than Required we will mail you a "Credit Certificate" (shown below) for the surplus pounds.

CREDIT CERTIFICATE	
No. 9643	
ISSUED TO _____	
We have credited you with _____ pounds of prepared materials. This credit can be applied on any future orders for rugs or carpeting you or your friends send.	
OLSON RUG CO., Chicago	
 <small>VICE PRESIDENT</small>	

One! Two! Three! and it's Done!



1 Fold over and roll up your materials (no need to wrap) —Phone your Express or Freight man to call at your home.

Ship Your Materials at Our Expense (See Page 37)

36



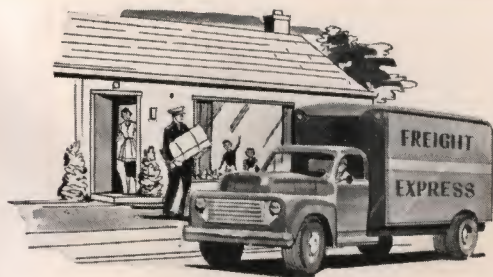
2 From this complete rug catalog it is easy to choose the right Color, Pattern and Size. Let the family help. Mail your order—DO NOT put it in Bundle.



3 A Week or two later your new Rugs can be on your floors. Your money back if you don't say "The loveliest rugs I ever had for so little cost." *You Risk Nothing!*

WE PAY FREIGHT by RAILROAD or MOTOR TRUCK

**On Your Materials from Any Place in the United States
IF MATERIAL WEIGHS OVER 45 POUNDS**



WE PAY EXPRESS
from Any Place in the United States
IF MATERIAL WEIGHS 20 TO 45 POUNDS



It's Easy to Ship Your Material

FOLD ALL the old carpets, rugs and clothing just as they are (without wrapping)—tie securely with ordinary rope, cord or wire—attach our shipping tag and...



IF Material Weighs over 45 pounds SHIP BY FREIGHT (Rail or Truck)

Phone any Railroad FREIGHT depot to call at your door—**OR**—Ship by a "Motor Freight" company. (See listing under "Motor Freight" or "Motor Trucking" in yellow pages of your phone book.)

Only use trucking companies that make delivery to either Chicago, New York, Los Angeles or San Francisco

Do not use any company that does only local cartage, van or moving.

Tell the man it's not "Household Goods" but for "conversion purposes."

IF there is No Home Pick-Up in Your Town or you live outside the city, take material to the Railroad Freight depot, or the cross country "Motor Freight" office.

IF Material Weighs 20 to 45 pounds ... SHIP BY EXPRESS

PHONE your "Railway Express Agency" to call at your door if you live in town. Use our Tag.

IF BUNDLE IS UNDER 20 POUNDS You can either:

Wrap it and send by Parcel Post Prepaid (*not* Express)
— **OR** —we'll lend you our materials without charge—and you can hold your materials until you have accumulated enough for another rug order, at which time you can send it all at our expense.

You Can Help Us to Handle Your Order Faster if you will write on your order the approximate number of pounds of materials you are shipping.

Customers pay the small shipping charges on finished rugs.

WHERE TO SHIP

If You Live in One of These States
Ship material to us at CHICAGO

2800 N. Pulaski, Chicago, Ill.

Alabama	Michigan	Ohio
Arkansas	Minnesota	Oklahoma
Colorado	Mississippi	Pennsylvania
Florida	Missouri	(<i>not Philadelphia</i>)
Georgia	Montana	South Carolina
Illinois	Nebraska	South Dakota
Indiana	New Mexico	Tennessee
Iowa	New York	Texas
Kansas	(<i>not N.Y. City</i>)	Virginia
Kentucky	or Long Island)	West Virginia
Louisiana	North Carolina	Wisconsin
Maryland	North Dakota	Wyoming
(not Baltimore)		

If You Live in One of These States
Ship material to us at NEW YORK

c/o Bush Terminal, Brooklyn, N. Y.

Connecticut	New Hampshire	(Philadelphia)
(Baltimore)	New York City	Rhode Island
Delaware	& Long Island	Vermont
Maine	New Jersey	Washington, DC
Massachusetts		

If You Live in One of These States
Ship material to us at San FRANCISCO

c/o Haslett Terminal, 650 Beach St.

Arizona	Idaho	Oregon	Washington
California (Northern)	Nevada	Utah	

If You Live in SOUTHERN CALIFORNIA
Ship material to us at LOS ANGELES

c/o Pacific Commercial Terminal,
923 E. Third St.

IF YOU ARE IN AN EXTRA HURRY

Mail your check with your order if you are in an extra hurry for your rugs, or, you can remit later when we notify you your rugs are ready.

HOW TO SEND MONEY

Mail Personal Check, Postal or Express Money Order, Bank Draft. Do NOT put it in Bundle of Old Material.

A Word About "SIZES" and Our Complete Carpet Services

THE ADVANTAGES OF ORDERING FROM THESE

1. Most Popular Olson Sizes — America's Largest List

ONLY OLSON RUG CO. has Special Width Looms that weave rugs, carpeting in these...

19 Different Seamless Widths Without Waste—any length →

Therefore, Olson customers do not pay for the wasted yardage others must pay for when buying STORE RUGS, CARPETS, which must all be CUT from only 3 widths: 9 feet, 12 feet and 15 feet.

18 Feet Wide
17 Feet Wide
16 Feet Wide
15 Feet Wide
14 Feet Wide
13 Feet Wide
12 Feet Wide
11 Feet Wide
10 Feet Wide
9 Feet Wide
8 Feet Wide
7 Feet Wide
6 Feet Wide
5 Feet Wide
4 Feet Wide
3 Feet Wide
30 Ins. Wide
27 Ins. Wide
22 Ins. Wide

Measure Your Rooms, and you'll find, like most customers, that **NO MATTER WHAT YOUR ROOMS MEASURE**, or **WHAT FLOOR MARGIN** is desired around your rug or carpet, you can have it woven in one of our 193 "Popular Sizes" that will look beautiful. You Will Save Money and your rugs can be on their way to your home in Less Than A Week.

It Will Be Interesting to lay a ruler, tape measure, or string on the floor to mark the size rug or carpeting you choose, and see how the size will look in your room.

2. Special Sizes

Give Size of ROOM and Actual Size of CARPET

Special Widths or Lengths take the price of the next larger "Popular" Width or "Popular" Length and require about a week longer than regular sizes. examples: If you wish

10 ft. 5 in. x 15 ft. use 11 x 15 ft. price
10 ft. x 15 ft. 8 in. " 10 x 16 ft. "
10 ft. 3 in. x 15 ft. 7 in. " 11 x 16 ft. "

Send Free Hand Sketch of Room if Rug or Carpet must go up to Fireplace, Bookcase, etc.

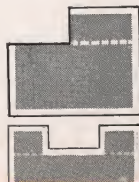
3. Cut-Outs—Send Free-Hand Sketch

Give dimensions and location of cut-outs. We will make any Olson Rug or Carpet to fit around a fireplace, chimney, jog, bay window, etc., for only 50 cents per foot of cutting and finishing.



\$2 Minimum charge for Cut-Outs Under 4 feet

4. Suggestion In rooms with fireplaces, floor registers, offsets, window nooks, etc., a large rug may be used to cover the greater portion of the floor, with smaller rugs for the protruding spaces. In this way, you get the full benefit of *Reversible* and be turned FOUR ways to



5. Wall-to-Wall (Tacked Down)

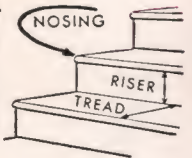
If you want your carpeting **INSTALLED** (tacked down), just measure the width and the length of your room and select the "Popular Size" that will cover your dimensions. A "Carpet Layer" will cut and fit your carpet in your home for \$1 to \$1.50 a square yard.

Order Olsonite Padding to go under wall-to-wall tacked-down carpeting for a de-luxe installation. Our Factory-to-you price for heavy 43 ounce padding is only 11 cents a square foot (99 cents a square yard). Example: padding for 12 x 15 ft. carpet is 180 sq. ft. or \$19.80. We make Olsonite and Guarantee it.

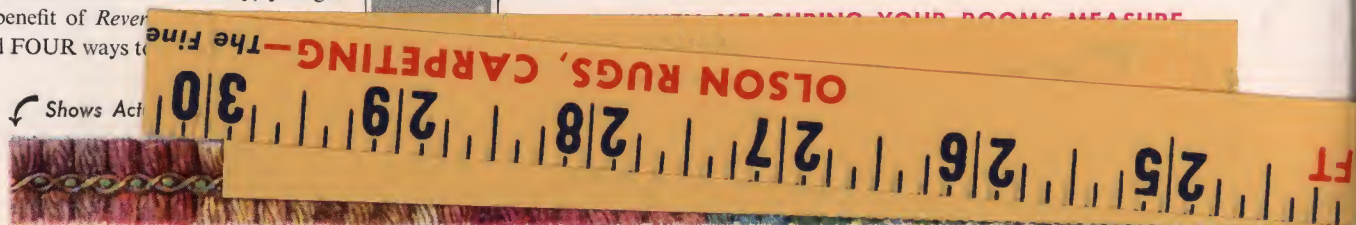
After Many Years, your Olson Reversible Carpet can be used on the other side, or cut down and the new reverse side used in other rooms. Write on your Order Blank:—

"to be Installed Wall-to-Wall, tacked down."

Stair Carpet. For straight stairways, measure height of riser in inches and depth of tread including nosing: add together and multiply by number of steps, plus 9 inches. These extra inches should be tucked under the first riser so that from time to time the carpet can be shifted to distribute wear on "nosing."



If you are in an extra hurry for your rugs or carpets, Mail Your Check with Your Order as full payment, or if ordering on Easy Terms, your check for the Down Payment. If not, you can remit later when we notify you your rugs or carpets are ready.



FACTORY PRICES to Everyone!

FOR HUNDREDS of "POPULAR" OLSON SIZES OR ANY OTHER SIZES YOU WANT

Better RUGS,
CARPETING
Use Both Sides

ALL OLSON RUGS, CARPETS ARE THE SAME SUPERB QUALITY — SAME PRICE IN SIZE WANTED

SIZES MATERIAL Required PAY ONLY

27x42 inch...	3 pounds	\$5.88
30x54 "...	4 " "	8.62
36x63 "...	7 " "	12.06
4x4... feet...	7 pounds	\$12.10
4x5 "...	8 " "	15.15
4x6 "...	10 " "	18.18
4x7 "...	12 " "	21.21

5x5... feet...	11 pounds	\$18.92
5x6 "...	13 " "	22.72
5x7 "...	15 " "	26.52
5x8 "...	17 " "	30.26
5x9 "...	19 " "	34.10
5x10 "...	22 " "	37.87
5x11 "...	24 " "	41.66
5x12 "...	26 " "	45.41
5x13 "...	29 " "	49.24
5x14 "...	31 " "	52.98
5x15 "...	33 " "	56.79
5x16 "...	35 " "	60.55

If Longer, Add 2 lbs. a Foot and \$3.79

6x6... feet...	15 pounds	\$27.27
6x7 "...	18 " "	31.82
6x8 "...	21 " "	36.36
6x9 "...	23 " "	40.91
6x10 "...	25 " "	45.45
6x11 "...	28 " "	49.98
6x12 "...	31 " "	54.55
6x13 "...	33 " "	58.98
6x14 "...	36 " "	63.62
6x15 "...	39 " "	68.19
6x16 "...	41 " "	72.53
6x17 "...	44 " "	77.26

If Longer, Add 2 1/2 lbs. a Foot and \$4.54

7x7... feet...	21 pounds	\$37.11
7x8 "...	24 " "	42.43
7x9 "...	28 " "	47.73
7x10 "...	30 " "	52.98
7x11 "...	33 " "	58.33
7x12 "...	36 " "	63.62
7x13 "...	40 " "	68.95
7x14 "...	43 " "	74.19
7x15 "...	45 " "	79.50
7x16 "...	48 " "	84.82
7x17 "...	52 " "	90.15
7x18 "...	55 " "	95.46

If Longer, Add 3 lbs. a Foot and \$5.30

8x8... feet...	28 pounds	\$48.48
8x9 "...	31 " "	54.55
8x10 "...	34 " "	60.55
8x11 "...	37 " "	66.67
8x12 "...	43 " "	72.73
8x13 "...	46 " "	78.80
8x14 "...	51 " "	84.85
8x15 "...	54 " "	90.90
8x16 "...	57 " "	96.97
8x17 "...	61 " "	102.98
8x18 "...	65 " "	109.10
8x19 "...	68 " "	115.10
8x20 "...	72 " "	121.17

If Longer, Add 3 1/2 lbs. a Foot and \$6.06

9x9... feet...	34 pounds	\$60.47
9x10 "...	39 " "	67.19
9x11 "...	42 " "	73.91
9x12 "...	46 " "	78.95
9x13 "...	50 " "	87.30
9x14 "...	54 " "	94.07
9x15 "...	57 " "	100.80
9x16 "...	62 " "	107.51
9x17 "...	65 " "	114.23

SIZES MATERIAL Required PAY ONLY

9x18... feet...	69 pounds	\$120.95
9x19 "...	74 " "	127.67
9x20 "...	77 " "	134.39
9x21 "...	80 " "	141.11
9x22 "...	85 " "	147.82
9x23 "...	88 " "	154.54
9x24 "...	92 " "	161.26
9x25 "...	96 " "	167.98

If Longer, Add 3 3/4 lbs. a Foot and \$6.72

10x10 feet...	43 pounds	\$75.77
10x11 "...	47 " "	83.34
10x12 "...	52 " "	90.84
10x13 "...	56 " "	98.50
10x14 "...	59 " "	106.06
10x15 "...	66 " "	113.64
10x16 "...	70 " "	121.22
10x17 "...	75 " "	128.79
10x18 "...	79 " "	136.37
10x19 "...	84 " "	143.95
10x20 "...	88 " "	151.52
10x21 "...	92 " "	159.09
10x22 "...	97 " "	166.68
10x23 "...	101 " "	174.25
10x24 "...	106 " "	181.84
10x25 "...	110 " "	189.51

If Longer, Add 4 lbs. a Foot and \$7.58

11x11 feet...	52 pounds	\$91.68
11x12 "...	56 " "	99.98
11x13 "...	61 " "	108.34
11x14 "...	66 " "	116.67
11x15 "...	70 " "	124.97
11x16 "...	76 " "	133.33
11x17 "...	81 " "	141.68
11x18 "...	86 " "	149.96
11x19 "...	90 " "	158.33
11x20 "...	96 " "	166.68
11x21 "...	100 " "	174.99
11x22 "...	105 " "	183.35
11x23 "...	110 " "	191.68
11x24 "...	114 " "	199.98
11x25 "...	119 " "	208.35
11x26 "...	124 " "	216.67

If Longer, Add 4 3/4 lbs. a Foot and \$8.33

12x12 feet...	62 pounds	\$107.51
12x13 "...	67 " "	116.46
12x14 "...	72 " "	125.42
12x15 "...	77 " "	134.39
12x16 "...	83 " "	143.35
12x17 "...	87 " "	152.30
12x18 "...	92 " "	161.26
12x19 "...	98 " "	170.22
12x20 "...	102 " "	179.19
12x21 "...	107 " "	188.16
12x22 "...	113 " "	197.10
12x23 "...	118 " "	206.07
12x24 "...	123 " "	215.03
12x25 "...	129 " "	223.98
12x26 "...	133 " "	232.95
12x27 "...	139 " "	241.90

If Longer, Add 5 lbs. a Foot and \$8.96

13x13 feet...	72 pounds	\$127.98
13x14 "...	77 " "	137.90
13x15 "...	83 " "	147.73
13x16 "...	88 " "	157.59
13x17 "...	94 " "	167.44
13x18 "...	99 " "	177.29
13x19 "...	105 " "	187.14
13x20 "...	110 " "	196.98
13x21 "...	116 " "	206.83

EASY TERMS

If you wish — SEE NEXT PAGE

HALL & STAIR CARPET

In These WIDTHS, ANY LENGTH

WIDTHS Material Required PAY ONLY
(for Each FOOT in LENGTH)

22 inch.....	3/4 pounds	\$1.59
27 inch.....	1 " "	1.79
30 inch.....	1 1/4 " "	1.99
36 inch.....	1 1/2 " "	2.40
4 feet.....	1 1/2 " "	3.19

In-Between Widths Take Price
of Next Wider Width.

SIZES MATERIAL Required PAY ONLY

13x22 feet...	121 pounds	\$216.67
13x23 "...	127 " "	226.53
13x24 "...	132 " "	236.40
13x25 "...	138 " "	246.23
13x26 "...	143 " "	256.08
13x27 "...	149 " "	265.94

If Longer, Add 5 1/2 lbs. a Foot and \$9.85

14x14 feet...	85 pounds	\$148.48
14x15 "...	90 " "	159.09
14x16 "...	97 " "	169.71
14x17 "...	102 " "	180.32
14x18 "...	109 " "	190.94
14x19 "...	114 " "	201.52
14x20 "...	121 " "	212.14
14x21 "...	127 " "	222.75
14x22 "...	133 " "	233.36
14x23 "...	139 " "	243.96
14x24 "...	145 " "	254.56
14x25 "...	151 " "	265.16

If Longer, Add 6 lbs. a Foot and \$10.61

15x15 feet...	95 pounds	\$167.98
15x16 "...	101 " "	179.19
15x17 "...	108 " "	190.38
15x18 "...	114 " "	201.59
15x19 "...	120 " "	212.78
15x20 "...	127 " "	223.98
15x21 "...	133 " "	235.20
15x22 "...	139 " "	246.38
15x23 "...	145 " "	257.57
15x24 "...	152 " "	268.78

If Longer, Add 6 1/2 lbs. a Foot and \$11.36

16x16 feet...	110 pounds	\$193.95
16x17 "...	117 " "	206.08
16x18 "...	124 " "	218.21
16x19 "...	131 " "	230.32
16x20 "...	138 " "	242.43

If Longer, Add 6 3/4 lbs. a Foot and \$12.12

17x17 feet...	125 pounds	\$218.96
17x19 "...	140 " "	244.71
17x21 "...	154 " "	270.46
17x23 "...	168 " "	296.21

If Longer, Add 7 1/2 lbs. a Foot and \$12.88

18x18 feet...	139 pounds	\$245.48
18x20 "...	156 " "	272.75
18x22 "...	172 " "	299.96
18x24 "...	187 " "	327.28

If Longer, Add 7 3/4 lbs. a Foot and \$13.64

EASY TERMS

The Table Below is Arranged to Show:—

- ★ **BALANCE AFTER** you deduct the amount you send with order.
- ★ **CREDIT CHARGE.**
- ★ **MONTHLY PAYMENTS**—starting 1 month after rugs are shipped.
- ★ **MONTHS TO PAY**



You May Send a Larger Down Payment if you wish (thereby reducing the Credit Charge).

You May Also Make Larger Monthly Payments in Fewer Months. When you order, just tell us how much more you wish to send each month and the charge for credit will be reduced accordingly.

It's Easy to Order on Olson Easy Terms and pay for your rugs and carpeting as you and your family enjoy them. Fill in the Application for Easy Terms on the back of the Order Blank attached to your catalog.

Cash Orders. If you prefer to pay in full, please do so with complete confidence. The 87 year Olson Guarantee of Complete Satisfaction or Your Money Back covers every purchase.

ORDERS of \$40 to \$200

\$5 DOWN **8 To 16 MONTHS**
or More if You Wish To Pay

Balance AFTER DOWN Payment	Our Monthly Charge for Credit is Only:	TOTAL You Pay Monthly Includes Credit Charge	Months to Pay
\$35.00 to \$40.00	50 cents each month	\$5.00	8 to 9
40.01 to 45.00	50 cents each month	5.00	9 to 10
45.01 to 50.00	50 cents each month	5.00	10 to 11
50.01 to 55.00	55 cents each month	6.00	10 to 11
55.01 to 60.00	55 cents each month	6.00	11
60.01 to 65.00	65 cents each month	7.00	10 to 11
65.01 to 70.00	65 cents each month	7.00	11
70.01 to 75.00	75 cents each month	8.00	10 to 11
75.01 to 80.00	75 cents each month	8.00	11
80.01 to 85.00	75 cents each month	8.00	12
85.01 to 90.00	81 cents each month	9.00	11
90.01 to 95.00	81 cents each month	9.00	12
95.01 to 100.00	84 cents each month	9.00	12 to 13
100.01 to 110.00	92 cents each month	10.00	12 to 13
110.01 to 120.00	93 cents each month	10.00	13
120.01 to 130.00	93 cents each month	10.00	14 to 15
130.01 to 140.00	\$1.00 each month	11.00	14
140.01 to 150.00	\$1.00 each month	11.00	15
150.01 to 160.00	\$1.15 each month	12.00	14 to 15
160.01 to 170.00	\$1.20 each month	12.00	15 to 16
170.01 to 180.00	\$1.27 each month	13.00	15 to 16
180.01 to 190.00	\$1.34 each month	14.00	15
190.01 to 200.00	\$1.40 each month	14.00	15 to 16

ORDERS OVER \$200

\$10 DOWN **With a Full 24 MONTHS**
or More if You Wish To Pay

BALANCE AFTER DOWN Payment	Our Monthly Charge for 24 MONTHS Credit is Only:	TOTAL You Pay Monthly Includes Credit Charge
\$200.01 to \$210.00	\$1.40 each month	\$10.00
210.01 to 220.00	\$1.46 each month	10.50
220.01 to 230.00	\$1.54 each month	11.00
230.01 to 240.00	\$1.60 each month	11.50
240.01 to 250.00	\$1.67 each month	12.00
250.01 to 260.00	\$1.73 each month	12.50
260.01 to 270.00	\$1.79 each month	13.00
270.01 to 280.00	\$1.88 each month	13.50
280.01 to 290.00	\$1.94 each month	14.00
290.01 to 300.00	\$2.00 each month	14.50
300.01 to 310.00	\$2.06 each month	15.00
310.01 to 320.00	\$2.12 each month	15.50
320.01 to 330.00	\$2.20 each month	16.00
330.01 to 340.00	\$2.28 each month	16.50
340.01 to 350.00	\$2.33 each month	17.00
350.01 to 360.00	\$2.40 each month	17.50
360.01 to 370.00	\$2.46 each month	18.00
370.01 to 380.00	\$2.54 each month	18.50
380.01 to 390.00	\$2.60 each month	19.00

Write for Easy Terms for Orders over \$400

NO MATTER WHERE YOU LIVE

We Guarantee to Save You Money on Your Carpets and Rugs

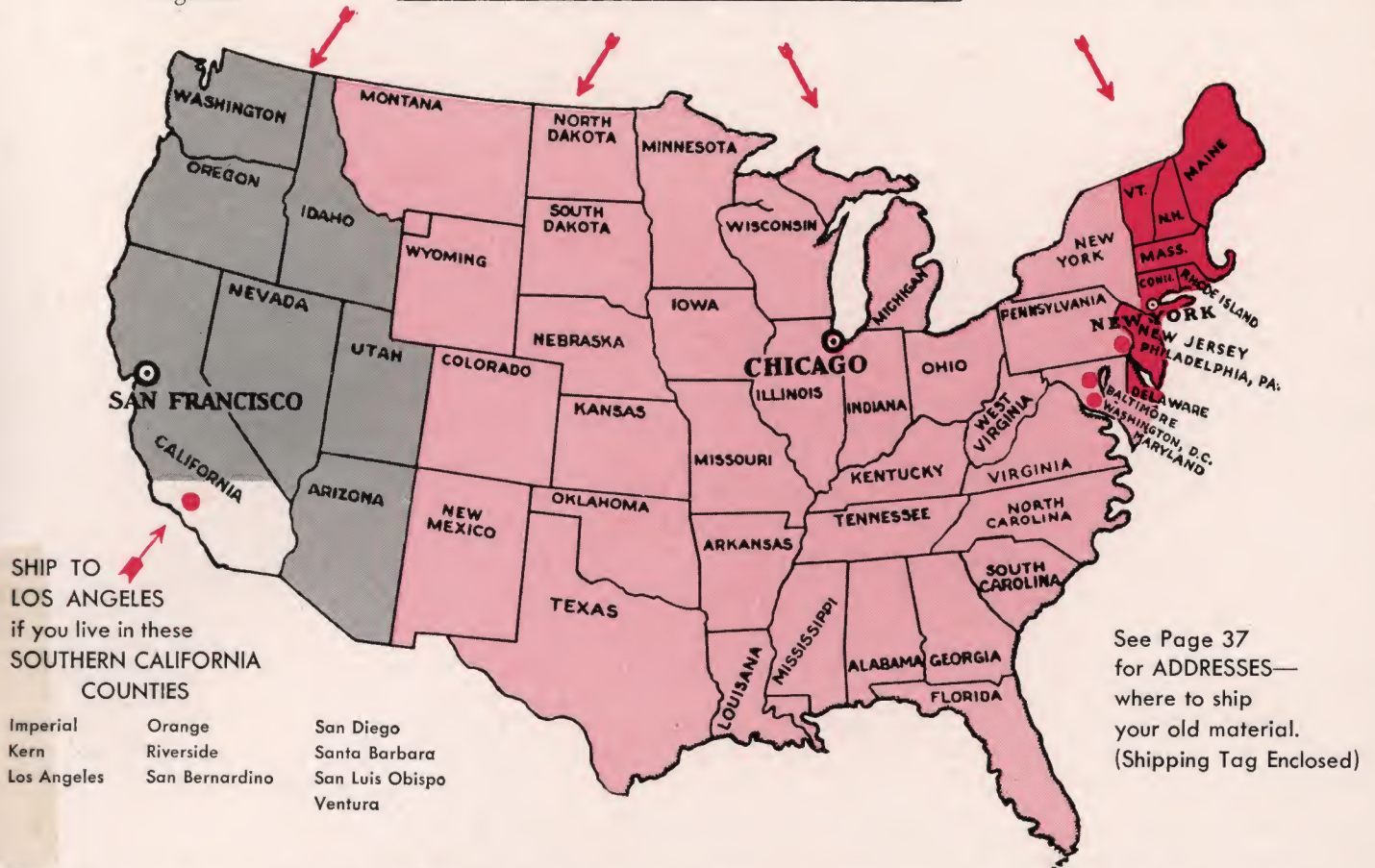
SHIP TO SAN FRANCISCO

if you live in Grey shaded states. If you live in Southern California, ship to Los Angeles.

SHIP to CHICAGO, if you live in any state shown in pink. Your material will reach us in 2 to 5 days.

SHIP TO NEW YORK

if you live in states shown in Red, or in Philadelphia, Baltimore or Washington, D. C.



Every Day We Get Letters Like These From Customers



"... I am more than a satisfied customer; this rug for my living room is far beyond my expectations. For over 25 years we have been using Olson rugs, large and small. This is the third large one, and the prettiest of all. There is no doubt about it, your rugs have attained over the years a continual high standard of quality and design and I continue to recommend them to my friends."
Mrs. W. I. S., Durham, N.C.

"... Olson Rugs are wonderful from every standpoint. I have used them for years and have 'sold' their advantages to many, many of my friends and relatives."
Mrs. C. C. H., Elizabethton, Tenn.

"... I'm so happy I bought an Olson Rug. I'm a piano teacher and have many, many pupils and parents at lessons, recitals, musicals, and my Olson Rug can certainly take it. I'm telling everyone about it. We're adding a library and record room and I'll have Olson Carpet here too."
Mrs. C. J. B., Miami, Florida



"... We had over 100 people at our 'open house' and you should have heard all the nice compliments we received on our beautiful color scheme and good taste. An older lady said, 'Do you mean to say those are Olson Rugs?' She said, 'My they are so beautiful. I can't believe it.'"
Mrs. F. T., Cleghorn, Iowa

"... I want you to know that I appreciate those beautiful rugs. They are soft and luxurious. And the color is just right. My friends were delighted to see the beauty of them."
Mrs. M. E., Dubuque, Iowa

"... We were so pleased today when we put our new Olson Rugs on the floor. They are beautiful and very reasonably priced."
Mrs. E. M., Dayton, Ohio

"... Thank you for your promptness in filling my order. I am much pleased with my rugs especially the color and I'm happy the rugs do not show foot marks."
Mrs. P. M., Jonesboro, Tenn.



"... My rug is beautiful and admired by all of my friends. It is the fourth one I have received from you and they are 'tops' with me."
Mrs. F. M., Kansas City, Mo.

"... We have been using Olson Rugs for many years and each shipment, especially the last two shipments, adds more beauty to our home. We believe that Olson Rugs are the best for the money, that can be found... anywhere."
Mrs. and Mrs. E. C. E., Gadsden, Alabama

OLSON RUG CO. Chicago 41 New York 1 San Francisco 8

BROADLOOM MAGIC



OLSON

Factory to you!

Save up to 1/2

and Get Better Rugs
by Sending us Your
Old Carpet, Rugs, Clothing